INSIDE PEEPERS' BAG OF TRICKS

TV GUIDE

The Story Behind GLEASON'S COMEDY

COMPLETE PROGRAM LISTINGS
Week of April 24 - 30

15c

as we see it

If the weatherman in Los Angeles has any showmanship in his blood, the sky there should be bright and sunny all during the coming week.

This balmy setting is required for the National Association of Radio and Television Broadcasters, which meets in the City of Angels Monday morning for a five-day convention. Pleasant weather would match the spirit of optimism that should prevail at the convention. Radio, despite the dire predictions made a few years ago, is alive—and thriving. Television is growing faster than anyone dared hope. The future looks bright.

The gentlemen now on their way to the meeting can be divided generally into two groups—those who are in television and those who are about to be in television. At their business sessions they will discuss engineering, financial and program problems. At night they will exchange confidences about how hard it is to please viewers, how expensive it is to operate stations, how stiff their competition is.

Then, realizing that their difficulties are those of gold miners staking out claims on bonanzas, they will raise their glasses high and toast television.

Those of us at home who are drinking tea or beer (depending upon what commercial we are watching) might well take this opportunity to toast the men meeting in Los Angeles. They are businessmen, of course, but businessmen who gambled money on television when it definitely was a losing proposition. Now that they are getting some return on their investment, they are giving us the best entertainment they can devise or buy, turning out more public service programming than is required of them.

As viewers who on occasion complain of TV's faults, we should in fairness compliment the men who also bring us all that is good about television. A toast, then, to the telecasting brass—may they continue to prosper, and to serve.

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Vol. 1, No. 4

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Walter H. Annenberg, *Editor and Publisher*

TV GUIDE is published weekly by Triangle Publications, Inc., 333 South Broad Street, Philadelphia 7, Pa. KIngsley 6-0807. Entered as second class matter at the Post Office at Philadelphia, Pa. Subscription Rates: 1 year $5.00, 2 years $8.00, 3 years $11.00, single copy 15c.
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TV Teletype

NEW YORK Bob Stahl reports:

NBC has signed with the American Medical Association to present 13 programs on latest developments in medicine, starting in September. Series, originating from various hospitals around the country, follows NBC's success with its two "birth of a baby" telecasts.

* * *

FRED ALLEN, taking over HERB SHRINER's Tuesday night spot Sept. 1, will display his caustic wit as emcee of a giveaway program titled Judge for Yourself. In the switch, Shriner's Two for the Money moves over to CBS Saturday nights at 9, to be followed at 9:30 by the new My Favorite Husband, co-starring JOAN CAULFIELD and BARRY NELSON.

* * *

This should prove the final answer to whether DANNY KAYE enters TV this year: when asked to do a three-minute guest spot on an upcoming program, he demanded a $200,000 fee. Producers are convinced he made his asking price intentionally prohibitive . . . Singer FRAN WARREN, incidentally, makes her first TV appearance since joining Kaye's troupe at the Broadway Palace Theater when she guests on RED BUTTONS' show April 27.

* * *

QUENTIN REYNOLDS' biography of JUDGE SAMUEL LEIBOWITZ, "Courtroom", being adapted by HENRY DENKER for the new ABC Album series . . .ALAN MOWBRAY and ALLEN JENKINS will co-star in the presentation of "Colonel Flack" on Album, to originate from Hollywood May 24.

* * *

TV racing fans should have their fill of the gee-gees this year. Besides NBC's scheduled pickup of 10 Saturday afternoon races from New York tracks, CBS has signed for another three years' TV rights to racing's Triple Crown -- the Kentucky Derby, Preakness and Belmont Stakes . . . NBC has taken a six-month option on a new giveaway show in which contestants try their luck at a specially-constructed slot machine. Titled Say When, it's produced by LESTER LEWIS and will have WALTER KIERNAN as emcee.

* * *

ED SULLIVAN has pushed up the date of his fifth anniversary program to June 14. Signed as guests so far are TONY MARTIN, and MARGE and GOWER CHAMPION. The dancers will be making their first TV appearance since becoming M-G-M movie stars . . . Sullivan planning "life stories" on Broadway producer, JOSHUA LOGAN, and movie producers, CECIL B. DeMILLE and DAVID O. SELZNICK, for his Toast of the Town.

* * *

Plans are now final for MILTON BERLE to alternate with BOB HOPE Tuesday nights in the fall, with Uncle Miltie doing two shows and Hope one every three weeks. Three of the plays ROBERT E. SHERWOOD is writing specifically for TV will also be spotted in the Tuesday night period during the season.

HOLLYWOOD

Arthur Engel reports:

ART LINKLETTER to delay telecasting his People Are Funny show until September 1954 while he tutors himself more on TV techniques . . . BESS MYERSON and The Big Payoff thrived so well on a two-week dose of Hollywood that the program may hereafter share its time between here and Manhattan.

* * *

RED SKELTON talking a switch to ABC in the fall with a filmed show . . . ABC is lining up a deal involving PETER LIND HAYES and MARY HEALY . . . BILL BENDIX' Life of Riley has been renewed for another year . . . Appears both KEN MURRAY and ALAN YOUNG will be dropped from Time To Smile when this season closes . . . You'll see MAUREEN O'SULLIVAN in The Trestle on Ford Theater June 11.

* * *

MARTIN AND LEWIS will stage mock "Patrick" awards, for best talent in their own home movies, on April 27 in the playhouse back of Lewis' home. Their latest film, a take-off on Come Back, Little Sheba, will be shown at the premiere, with stars SHIRLEY BOOTH and BURT LANCASTER attending. Although whole event will be in kidding style, there will be kleig lights, red carpets, police, photographers, parking attendants, and formal dress.

* * *

BILL BENDIX, ROY ROGERS and JIMMY STEWART will be judges of the annual Soap Box Derby in Akron August 9 . . . Vacation vagaries: JOAN DAVIS bought a 38-foot cruiser for a fishing trip this summer; RED SKELTON will entertain at Army camps and hospitals and GROUCHO MARX declares he will recuperate at Cedars of Lebanon Hospital.

* * *

MICKEY ROONEY plays a pediatrician in his new test telefilm . . . DESI ARNAZ' new TV series Blue in the Night will feature FRANK SINATRA as a musician . . . If badminton is your sport: You Asked For It in mid-May will feature trick champ, KENT DAVIDSON . . . General Motors is spending more than $50,000 just for the single-time commercials for the Coronation films it will sponsor . . . LORETTA YOUNG is starring in a test telefilm for NBC; it's a light situation comedy.

* * *

When EDDIE CANTOR was asked by concerned friends why he persisted in working, he replied, "I'd rather wear out than rust out" . . . BARRY SULLIVAN is being starred in Crack-down, a cops 'n' robbers telefilm . . . ROBERT YOUNG has decided to telecast Father Knows Best next fall, if his picture commitments are over by then . . . DONALD O'CONNOR and SID MILLER planning a European jaunt after White Christmas is filmed, late summertime.

* * *

MARGARET and BARBARA WHITING will produce a self-starring Family telefilm series; first episode slated for filming in June . . . KLAC-TV here has a plan to show the best of locally kinescoped programs from stations throughout the country on a trade-around basis; live productions are too costly for independent stations now . . . CHICK CHANDLER will play the title role in a telefilm series called Ace Potts.

Make Me Laugh!

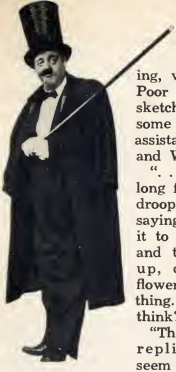
JACKIE GLEASON'S WRITERS SWEAT OUT EACH CHUCKLE

Gleason and writers, Harry Crane (center), Marvin Marx (right) and Walter Stone.

IT was a rainy Monday in Manhattan as three writers in the employ of comic Jackie Gleason were lounging in a 24th floor suite of the swanky Park Sheraton Hotel. Their assignment was monumentally simple: write next Saturday's show—and make it funny!

The boys, all charter members of the ulcer fraternity known as comedy writers, were used to the routine. With last week's laughs now only an echo, it was time to wrack their gag-file minds once more and come up with another batch of yocks for their meal ticket, the moon-faced Mr. Gleason. And this is all not so easy as it might first appear. Let's see how they do it.

When we invaded the lair of these unsung heroes, head scripter Harry Crane, a bald veteran of comedy writ-



ing, was acting out a Poor Soul pantomime sketch and explaining some of his ideas to assistants, Marvin Marx and Walter Stone.

". . . so to keep the long flower stem from drooping," Crane was saying, "the Soul ties it to a window shade and the shade shoots up, disrupting the flower pot and everything. Well, what'd you think?"

"That's good, Harry," replied Marx. "We seem to be set at the beginning and at the end of the sketch, but we'll need some laughs in between to bridge the two. How 'bout that bit about the skis—you know, the Soul puts the skis between two chairs, then places the luggage on top of them—and they break."

Crane and Stone shook their heads. "Naw, too contrived, not real enough," they chorused.

The writers drew a collective sigh. They were at an impasse.

Crane, who created many of Jimmy Durante's routines, including the famous *Lost Chord*, reached over and picked up a baseball. Without looking, he hurled it at Stone who snared it. Then the horsehide was flipped to Marx. Their inspiration momentarily sapped, the boys had turned their writing session into a game of catch.

"You know," mused Crane, "the Poor Soul is the roughest sketch to create. No dialogue. Mainly just a series of gimmicks or failing props. Like that window shade bit. Or things like a three-legged table or an ironing board that flops out of the wall when you least expect it. The idea is that everything seems to be plotting against the Soul; he can't do anything right."

A Boiled Shirt

"You don't think that bit about the Soul boiling his shirt on the stove and then serving it to his roommate as soup is any good, huh?" asked Stone.

"No, no, that's a cute bit," said Crane, "but not for the Soul. But it would be great for the Honeymooners. Get the picture. Alice tells her neighbor she's boiling Ralph's shirt because there are impossible grease spots on it. Then Ralph comes home from work, smells the concoction on the stove, likes it and helps himself to a bowl full. Maybe even spitting out the buttons. Then as Alice walks in he says, 'Finally you made some decent soup after all that other slop you serve.'"

"Not bad," interjected Marx, "let's remember it for the future."

Crane picked up the phone to call the second corps of writers creating in another room. "Hello, Jack? Harry. How ya coming? . . . Fine. We're stuck for a middle part in the Soul sketch. . . . Well, try and work something out.

Carney, Gleason in the Loudmouth sketch.

Playing the Poor Soul Fenwick Babbit.

If it's better than ours, it goes in. I'm only interested in the funniest bits..., A dog? No, forget about using a dog in the script. Jackie doesn't like it. Well, listen, you'll be wasting your time, I know. So better to leave the dog angle out. OK, Jack, be talking to you tomorrow. Bye."

Gleason Takes Over

About 24 hours before air time, things are in a state of organized confusion. "I've often marvelled," commented one observer, "that the show ever gets off the ground. Week after week I'm frankly surprised that it does. Somebody appears to be a genius around here—and my guess is that it's Gleason."

Rehearsals to Genius Jackie are a bane and a bore. He avoids them as if they were pestilent. His devoted staff at the Park Sheraton has seen him breeze in on a Friday afternoon, never having seen the script for the show the following evening.

But as the zero hour approaches, when delay is no longer possible, Gleason throws his tenth-of-a-ton into the act. Operating like a hopped-up turbine, he supervises every non-commercial minute of the show.

Musical numbers, all selected by him personally, are discussed with orchestra leader Ray Bloch as to tempo, etc. Virtually every camera angle for the dance numbers is tirelessly called by him as the June Taylor chorines rehearse. Changes are made to suit what a few pundits have called "Gleason's innate good judgment for TV production." Every decision rests with him.

Jackie's style of directing during rehearsal would probably bring a patronizing smile to the faces of the DeMilles and the John Hustons. But the results are invariably inspired. During a run-through of a recent Reggie Van Gleason sketch, involving a monster, the comic supplied his own "orchestra." To illustrate the kind of background music he wanted, Jackie relied on a kind of jabber to imitate musical sounds. "Now Ray, just as the monster appears," began Gleason, "I want some diddle-diddle-diddle-diddle music, then a big mooh-ahh, then a dum-di-di-bum, you know, then a bomp, bomp, bomp as the monster walks. Get it, Ray?"

When show time finally rolls around Saturday night, the rewards of a week's work are ready to be harvested in 60 minutes of pleasure for millions.

With Audrey Meadows in Honeymooners and (right) as Joe, the Bartender.

FEMALES ARE FUNNY

Marie Wilson: high on TV's fun roster.

IF television has done one thing, it has plummeted females into the ranks of the Nation's funny people. Stage, movies and radio all had their comediennes, but nothing like the present rush.

Run down the list of top television stars, and you'll find it dotted with females. Just for a starter, there's Lucille Ball, Eve Arden, Joan Davis, Imogene Coca, Gracie Allen and Martha Raye.

Then there's Marie Wilson, little Gale Storm; "Maxie," (Ruth Gilbert) who does the funny bits as Milton Berle's secretary; Ken Murray's cowgirl, Laurie

EXPERTS SEEK REASONS FOR RECORD TV CROP

Anders, and others. They're pressing the top male comics for the honors.

Okay, so what makes females funny, all of a sudden? TV Guide asked a number of authorities, including Dr. Bergen Evans, moderator of *Down You Go;* Dr. Miles Murphy, professor of psychology at the University of Pennsylvania; Dr. Yale Nathanson, a practicing psychologist, and Ashley Montagu, Princeton anthropologist and author of *The Natural Superiority of Women,* published this week by The MacMillan Company. They provided a variety of answers.

Dr. Evans, Northwestern University professor and Rhodes scholar, believes that more women are gravitating to show business because it offers quicker opportunities as compared to masculine-dominated professions.

Eve Arden: She's witty, easy on the eyes but generally finishes second to the male.

Imogene Coca represents women's freedom from the old-fashioned standards.

And he has the novel theory that women have to be funny on evening shows because men insist on it. The theory involves the idea that afternoon soap operas, appealing to women, thrive on weak male characters and strong women.

Can't Fool Men

"But this won't do for the main evening fare," Dr. Evans says, with tongue in cheek, "for then the male is home and the brute might perceive the secret.

"So that if women are to be in television shows offered for general family diversion," he adds, "their roles will have to be chiefly comic.

"They will have to be attractive but giddy, blundering with charming impetuosity from one absurdity to another, to be rescued at last by the superior and forgiving male. That will make hubby beam."

As for the women, they can bide their time until the next day's soap opera for a "true" picture of men, Dr. Evans indicates.

Dr. Murphy points out that no scientific studies have been made, but says:

"My guess is that it is just one aspect of a phenomenon of social acceptability of women in roles once dominated by men."

His view is that women are turning to comic roles "because they are not hedged about by old-fashioned criteria of respectability."

Relief from Tensions

Dr. Nathanson offers the additional idea that women, taking a more active role in life, are seeking relief in comedy.

"Humor is the escape valve that lets off the pressure of responsibilities or worries," he explains.

As for Montagu, he provides the answer most likely to be popular with women.

"It was a foregone conclusion that women would take over the entertainment field in television for the simple reason that women are, on the whole, so much more appealing than men," he says.

"Women possess the qualities of warmth and sympathy which immediately draw their fellow human beings toward them. Men may be clever, but it is the women who are good."

PEEPERS' GADGETS . . . and how they work

GADGET comedy is one of the features of NBC's Mr. Peepers show. Not only people pick on Wally Cox, the show's timid star. Inanimate objects give him trouble, too.

Sagging desk lamp is a favorite. The stagehand operates it with a cord.

Wally squeezes syringe in right hand to send water spouting from the pitcher.

Mr. Peepers' shaving mirror refuses to stay in place, keeps him dodging.

Trick locker is the most familiar of Mr. Peepers' gadget routines. To open his locker, he taps the radiator with a hammer. Then he measures the last locker in the row. Then he kicks there, gently but firmly, and his own locker door pops open. The big picture shows how it's done. When Wally delivers the kick, an NBC stagehand pulls door open with a thin string.

Wally also has trouble with an envelope that refuses to stay sealed. When the envelope flap pops up, he puts the dictionary on the flap, but the flap comes unsealed and pushes the dictionary up in the air. The big picture tells the story. Wally steps on a foot pedal under the desk. This pulls a string which runs through the desk and operates the flap of the envelope.

That busy stagehand is on the job again, this time working from behind the backdrop to move Wally's shaving mirror. The gadgets involve a lot of planning and hard work, but they help to make Mr. Peepers one of the most popular shows on the air. Wally makes only one rule—the gadgets must not involve slapstick or anything cruel. He aims at mild frustration.

IN THE CAST

Princess in traditional Indian garb.

PRINCESS SUMMERFALL Winterspring, of Doodyville, that favored locale of the lollipop set, is a 20-year-old ex-chorine, Judy Tyler, from the Copacabana night club line.

Leaving the can-can to her more sophisticated sisters, Judy turned Tinka Tonka Indian. The mythical tribe endowed her with a magic necklace. With this, Judy can forecast the future.

Although she can only predict while "on camera," little girl fans from four to 18 ask her to tell whom they will marry. Little boys want to know if they can marry Judy when they grow up.

Judy always has wanted a theatrical career. She was born into the theater. Her mother had been Ziegfield girl, Lorelei Kendler, and her father, Julian Hess, played a "hot, sweet trumpet" with the Dorsey brothers, Paul Whiteman and Benny Goodman.

Judy's family not only went along with her plans, she says, "they actually dragged me to dancing schools, vocal and piano teachers." At a time most girls were concerned with dolls, Judy was modeling for Harry Conover.

Even for an Indian princess with magic powers, Judy has crammed a lot of living into life. She has been a straight girl to Jimmy Durante at the Copa and a bit player on the Milton Berle show; she won a national beauty contest; she had her own sustaining show, *The Music Shop* on New York City's WOR-TV for 26 weeks; was under contract to 20th Century-Fox and played a lead in *Our Town, U.S.A.* She earns between $25,000 and $30,000 a year.

In October 1950, she started studying voice with Colin Romoff, a young arranger and vocal teacher. "I took one lesson and quit—in tears," Judy says. "He was so critical, I never went back."

A month later they accidentally met again and started dating. They were married the following month.

◀ Judy looks very little like a former chorus girl as she poses with doll that matches her costume and her hairdo.

CHANNEL ONE

Chicago Edition

THE LONG-AWAITED day for the wedding of movies and TV has been set for fall when Hollywood's Motion Picture Association of America launches a new institutional film series on ABC. MPAA prexy **Eric Johnston** will give his blessings to the union by narrating the films. . . . **Unca Miltie Berle**, apparently not satisfied with his hefty TV income, is reported dickering for $35,000 weekly salary for a night club engagement at Las Vegas' Sands Hotel in July. It's said to be the highest fee ever paid a night club entertainer. . . .

SINATRA

And here's an ironical twist: **Frank Sinatra**, Milton's former rival on TV, may wind up as the comedian's boss. But only if Crooner Frankie irons out the legal kinks in his negotiations to purchase part interest in the Sands.

That's life dep't.: A pen company, in line to co-sponsor the **Jackie Gleason show**, announces it will take over the commercials on the TV opus starting June 20 for a 26-week period—just in time to greet Jackie's summer replacement. . . . **J. Carrol Naish**, whose "Luigi" character was taken over by **Vito Scotti**, is now putting his new dialect series, "Pepe Gomez," through the preliminary writing stages. If "Pepe" goes the way of "Luigi," Naish may be forced to revert to natural type—an Irishman.

"Meet Millie," another CBSituation comedy, is destined to land in the forgotten files after the summer, unless CBS can dig up a sponsor. . . . **Yul Brynner**, on temporary leave from Broadway's stage hit "The King And I," is scouting location sites in Mexico for a telefilm series he plans this fall. . . . Veteran filmite **Robert Armstrong**, who gained fame by playing stooge to a gorilla in "King Kong," has done a switcheroo. After two years of TV in Manhattan, he's back in Hollywood to resume his film career. . . . **Red Buttons**' back-to-back cutting of his theme, "Strange Things Are Happening," and "Ho, Ho," is already causing a pleasant echo in the cash box although it's only been out a week. The audience, hired for the recording background, is reported to be seeing "Red." Seems the applauders got nary a cent for their support.

GLEASON

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*And SEVEN is your lucky number. Watch Channel Seven at Midnight on Monday, May 4.

CHANNEL 7

WBKB

ABC Television Network

LETTERS TO THE EDITOR

Stout Fellow

In a letter from Mr. Herbert E. Larson of Zion, Ill., he stated "Stout Institute" is not located in Menominee, Wisconsin. This is absolutely incorrect. It is in Menominee. I suggest Mr. Larson get his facts straight before he criticizes other authors.

MRS. ALAN MIELKE, Racine, Wisc.

Whodunit, Huh?

My beef is really a dilly. These dramas are fine. But when you get interested, the climax of the story comes, you are sitting on the edge of your chair and bing—the end. I am telling you sometimes a person feels like taking the responsible person by the neck.

MRS. JANE SIFORD, La Porte, Ind.

● *The "up in the air" drama is all the rage now. The viewer is asked to draw his own conclusions.—Ed.*

"A Votre Santé," Cliff

I didn't like the letter about Cliff Utley the other week. On my TV he's OK. He sure helped me during the elections and his every-day news views are so I can understand them. I wish he would watch his health more closely and try relaxing 10 minutes out of every hour.

KENOSHA HOUSEWIFE

Hirsute Mixup

May I be allowed to answer the letter concerning television actors needing hair cuts? I, too, have disliked seeing some of my TV favorites going about looking like shaggy dogs. But I corresponded with TV actor Robert Pastene and he wrote, ". . . . Often I am obliged to let hair grow for a part in the future. . . ." This is one actor's explanation . . . and quite possibly the explanation of most television actors.

MARJORIE HONEY, Aurora, Ill.

Situation Normal

I would like to take issue with Shirley Elman's opinion of "Mama." There are still people who find nothing "jarring" in normal stories about normal people in normal situations.

DOROTHEA E. JOHNSON, Grand Rapids, Mich.

(continued on page A-46)

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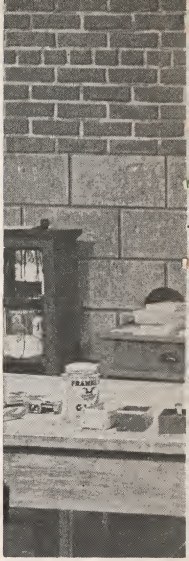
Walt Durbahn

No Place For A Lady

by HILDA HOUSEWIFE



WELL, let me tell you! A man's workshop is no place for a lady, I've found out! Even if it's a TV workshop run by that kindly old carpenter Walter Durbahn!

Now I've never met him personally, but he looks like a folksy mild-mannered individual. Sort of reminds me of my kindly high school biology teacher. The kind who would never howl if he pounded his thumb accidentally with a hammer. But what this sweet gentleman has done to our orderly home! I thought it would be safe after I banished Ted to the garage with his buzz saw, hammer and paints. But now there's Walt. He comes into our living room every Friday night, regular as wrestlin', and keeps Ted occupied with small talk of nails, varnishes and lumber.

Off Limits for Femmes

Of course, all I do is squirm! Ted is as responsive as the Sphinx when Walt gives one of his illustrated lectures. It isn't enough that Ted's garage workshop is off limits for me, but now I can't even talk to my husband. He's too busy taking notes on that next wardrobe he's going to build or that chair he's varnishing. All he takes time out for is to ask me for some hot coffee!

As if Walt hasn't disrupted our family harmony, he's also pushed his TV workshop way out of bounds of understanding for us ladies. Honestly, some of the things he does. "You have

Walt ought to have a sign, "For Men Only," posted outside his workshop. I've never yet seen a lady there. Here he is showing a couple of Boy Scouts some tricks.

to sand and sand and sand an unfinished chair," he says and attacks its poor little wooden frame with all the vengeance of a starving man on his first steak. Maybe some lady wrestler could copy him, but not most of us fragile women!

Of course, some of his stuff is pretty basic. Once Walt was on the final step of the varnishing process when suddenly he looked right at me with the most appealing look and said, "Now I wonder if you can guess what I didn't do that I should have done!" I was one up on Ted that time. Walt hadn't spread any newspapers around to protect the floor. Any conscientious housewife would know that one!

Chatter During Work

Walt's full of bits of odd information, though, that helps take your mind off the noise of that buzz saw. He told us, for example, that an oxhair brush he was using was made from hair which comes off the ear of a Russian or Siberian ox. I like the way he keeps chattering while he works. Most men (Ted, in particular) are so close-mouthed when they're hammering away.

Walt's a pretty neat man, too. He gave us some tips recently (and I hope Ted was paying attention) on how to hold a brush so the paint wouldn't spatter all over. He always wears an apron to protect his clothes. And it doesn't make him look henpecked at all.

If Ted ever turns out half as handy as Walt, I won't be a bit displeased, and all this time we've spent watching Walt on TV might turn into a good long term investment. I'll bet Walt's wife has the best collection of finished unfinished furniture in town.

There's only one thing I'm worried about. Can you imagine how cluttered my living room will look when Walt's Workshop goes three-dimensional?

Walt's Workshop can be seen at 7:30 p.m. Fri., WNBQ (channel 5).

CHICAGO, UNLIMITED

Breaking The "Small Town" Barrier

CHICAGO, the second largest city in the U. S., is considered a small town in the talent bracket. To break down this barrier and focus attention on the Windy City's topnotch supply of talent, Chicago Unlimited was formed.

Working rather quietly but persistently behind the scenes, this group has been tearing down the small-town myth otherwise known as the "What's East of the Hudson River?" bloc. Front man for the organization is Joseph M. Seiferth, a promotion-minded dynamo who has been nicknamed the "one-man junior chamber of commerce for show business."

Just what is Chicago Unlimited accomplishing? Here's a list of their current activities:

1. Talks before civic organizations and public appearances on radio and TV.

2. Representing the Chicago TV Council in making an award to the outstanding Chicago personality who has contributed most to TV in 1952. The award will be presented at the May 13 meeting of the council.

3. Compiling a Chicago show business fact book including talent facilities and availabilities.

4. Mailing a newsletter every six weeks to Midwest agencies, clients and businesses.

5. Serving as a clearing-house for talent and programs.

6. Sending releases on Chicago's progress to local and trade press.

7. Seiferth makes frequent trips throughout the Midwest to hawk Chi's TV wares.

8. Talking up Chicago products to ad agencies and clients.

9. Mailing brochures and tear sheets to prospective clients to propagandize the Chicago story.

10. Sponsoring publicity-rousing social events such as the May 24 "Spot The Sponsor" ball.

The membership list which has tripled since its Dec. 1, 1952 founding, now includes the following:

Florence Abrahamson, John Alexander, Larry Alexander, Jim Ameche, AFTRA, James Andelin, Armstrong's Restaurant, Atlas Film Corp., Balaban & Katz, Inc., Paul Barnes, Norman F. Barry, Francis L. Bastow, Clare Baum, Mal Bellairs, Viola Berwick, Jack Bivans, Muriel M. Bremner.

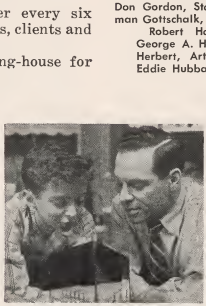
John D. Callaghan, Marion P. Casey, Charles G. Chan, Fred Cherye, Chicago Electric Mfg. Co., Chicago Press Club, Virginia Clark, Everett Clarke, Jack Cloud, George W. Colburn Lab., Inc., Dorsey Connors, Edgar O. Cooper, Maurice D. Copeland, Kay Coulter, Courtesy Motor Sales, Inc., Patricia Crane.

Alice Dineen, Bernardine Flynn Doherty, Eddie Doucette, Hugh Downs, Alex Dreier, Harry Elders, Eleanor Engle, Monte Fassnacht, Alan Fishburn, Charles P. Flynn, Fahey J. Flynn, Bruce R. Foote, John D. Gallagher, Melville Galliart, Jerry Garvey, Don Gordon, Stanley Gordon, James Goss, Norman Gottschalk, Wayne R. Griffin.

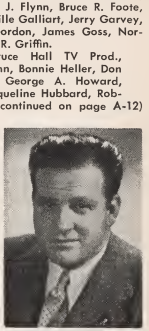
Robert Hahn, Bruce Hall TV Prod., George A. Heinemann, Bonnie Heller, Don Herbert, Art Hern, George A. Howard, Eddie Hubbard, Jacqueline Hubbard, Rob-

(continued on page A-12)

Carmelita Pope . . . Her future's in Chicago.



Mr. Wizard and Bruce Lindgren . . . science joins the ranks.



Alex Dreier . . . "Chicago TV needs support."

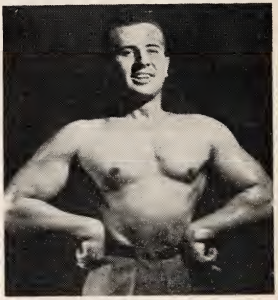
Age 16

ED ALLEN:

From Mite to MIGHT

Right: Age 17

Below: Today's Ed



There are probably a few million well assorted "weaklings" in the U.S. today and a good chunk of them advertise body building courses in which they proclaim they are now enviable strong men. Charles Atlas started the whole thing and was followed by lots of others. How many of these specimens of sinew were actually 98 pound scrawnies is problematical. But take it from WBKB's strong boy Ed Allen, this kind of development is no myth.

Now, television doesn't claim to be able to duplicate Atlas' feats. But TV's muscleman Ed Allen built a pretty acceptable physical specimen out of some crude raw materials. It all began with a shy, self-conscious mite back in grammar school who dreamed constantly of brawny football players. Eddie, it seems, was the prototype of those Ovaltine ads—a scrawny youngster who took up art to compensate for a lack of gymnastic ability.

Drugstore Inspiration

But one day during Ed's freshman days at Hirsch high school on Chicago's South side, he stopped at a drugstore for a newspaper. And there was born his inspiration. "I noticed a heavily-muscled fellow staring at me from the cover of a magazine. The publication was far from a literary masterpiece, but it did introduce me to weightlifting."

As a freshman, Ed weighed a paltry 120 pounds. But after he bought a set of weights and began "working out," the scale zoomed to the 160 mark. Ed gained confidence, found his social stock rising, and finished school as head of several committees, a featured entertainer and an amateur Don Juan. Ed claims this all happened after the barbell treatment.

A stretch in the service sliced him down to below par proportions. But after his discharge he began the weight-lifting process all over again and read every available book on physical culture. He stopped when he reached his present 6 ft. 1 inch height and 195 pound weight.

For the record, here are Ed's present measurements: neck, 16; chest, 43; upper arm, 16; waist, 29; hips, 36; thighs, 23; calves, 16.

Hefty Diet

Ed, who believes in hefty breakfasts, starts his day with six eggs, sizeable portions of toast and bacon and coffee. He has been known to top off a meal with half a pie. And for snacktime, he munches on lettuce.

Now married and the father of two children (Ed III, 2½, and Kandace Ann, 1½) Ed has recently returned to television as emcee of "Let's Exercise." His noble ambition is to help all the under-developed physical specimens build the body beautiful. In the meantime, he's developing his own muscle power to rival Popeye.

"Let's Exercise" is seen at 10:30 a.m. Mon. thru Fri. on WBKB.

LINDGREN

VANDERPLOEG

DO YOU KNOW THESE TV KIDS?

Whoever said children should be seen and not heard was an old fuddy-duddy, for TV fans want to see *and* hear the talented youngsters listed here. Can you identify them with the show on which they appear?

1. Robin Morgan is the impish younger sister, Dagmar, on the popular family drama:
   a. The Life of Riley
   b. Mama
   c. Stu Erwin show.
2. Bruce Patton makes comic monkey-shines as Scampy, the Clown, on:
   a. Super Circus
   b. Big Top
   c. Hail the Champ
3. Bruce Lindgren is Don Herbert's steady pal and protege on:
   a. Mr. Wizard
   b. Jet Pilot
   c. Hobby Time
4. Frankie VanderPloeg is one of the amusing prodigies on:
   a. Quiz Kids
   b. Juvenile Jury
   c. What's the Answer?
5. Doloras Dragon is the toothy tot with the famous cousin on:
   a. Time for Beany
   b. Garfield Goose
   c. Kukla, Fran and Ollie

For correct answers, see page A-27.

To really enjoy TV, read TV GUIDE every week

AND WEEK'S HIGHLIGHTS

DEBUTS: A favorite of the family shows returns to the air Saturday at 6:30 (Ch. 5) when **"Ethel and Albert"** resume their household problems. We've missed **Peg Lynch** and **Alan Bunce** in what was generally a well done show. (**My Hero** switches to 7:00.) . . . **Ted Mack**, as reported, returns with his **Original Amateur Hour** Saturday at 7:30. . . . **Eddie Fisher** debuts Wednesday with **Don Ameche** as his host. . . . Pretty skating star, **Donna Atwood**, will appear with her three year old twins on **"You Asked For It"** May 24th.

This Week's Highlights: Hall of Fame's two hour Shakespearean production this Sunday, with **Maurice Evans** making his TV bow as Hamlet, promises to be the epitome of high level entertainment. The hand picked supporting cast includes the always brilliant **Joseph Schildkraut, Ruth Chatterton,** and **Sarah Churchill.**

CHURCHILL

Adapting "TV to Hamlet" called for imagination and plenty of ingenuity in overcoming technical snags. Stagings are such that the entire set can be shot as one complete or many separate areas; vivid color will be used to intensify whites and blacks—all this should be evident in the camera work —it's said to be NBC's finest.

"Der Rosenkavalier" with **Peter Adler** conducting brings more top flight entertainment your way on Saturday. . . . **Hoagy Carmichael** joins **Abbott** and **Costello** on the **Comedy Hour**. . . . **Lisa Kirk, Robert Cummings,** and **Wally Cox** will blend their personalities on the **Berle** show Tuesday. . . . **Cavalcade of America** brings back the familiar story of John Paul Jones Wed. for a mid-week treat.

THE WEEK'S TV DRAMAS

FRIDAY

8:00 4 PLAYHOUSE OF STARS
"Allen Of Harper," with John Newland, Robert Warwick, Anne Seymour & Jan Miner. A famous novelist, an actress and a young girl resent the retirement of a beloved professor and campaign to bring him back.

SUNDAY

2:30 5 HALL OF FAME
Two hour production of Shakespeare's "Hamlet," starring Maurice Evans, Ruth Chatterton, Joseph Schildkraut, & Sarah Churchill.

5:00 4 YOU ARE THERE
The signing of the Declaration of Independence, July 4, 1776.

7:00 7 ABC ALBUM
"Mr. Glencannon Takes All," with Robert Newton, Myron McCormick, Melville Cooper. Glencannon's ship company tries to win the cargo trade of whiskey manufacturer and as usual he upsets the apple cart.

8:00 5 TV PLAYHOUSE
"Printer's Measure," by Paddy Chayefsky. An elderly printer who is an artist in his field, faces a grave conflict with the coming of the machine age.

9:00 4 THE WEB
"A Time For Hate," starring Jessie Royce Landis. A man returns from the grave to upset the lives of a domineering woman and her daughter.

MONDAY

6:30 7 HOLLYWOOD SCREEN TEST
Phyllis Kirk stars in "The Poe Letter," drama of a widowed mother and her daughter who place their hopes in a collection of rare literary works.

8:00 5 EYE WITNESS
"Burial Plot." As part of a carnival act a man is buried alive, but when his oxygen supply is tampered with, he meets an unexpected end.

8:30 5 ROBERT MONTGOMERY PRESENTS
"Summer Tempest," with Geraldine Fitzgerald. A war widow must choose between the past and a new life in the present.

9:00 4 STUDIO ONE
"Along Came A Spider." To escape the police, a man enlists the aid of an attractive young woman and uses her apartment as a hideout.

TUESDAY

8:00 5 FIRESIDE THEATER
"The Pemberton Boy." A little boy, constantly in scrapes, conspires with his aunt to defeat the lad's father who intends to send him to boarding school.

8:30 4 SUSPENSE
Foreign agents posing as business men engage in high intrigue in an effort to smuggle vital machinery to their country, in "Sixth Column."

8:30 5 CIRCLE THEATER
"On The Beat," with Donald Richards, Dennis Harrison & Ann Hilary. A young girl, loved by a matinee idol and a policeman, makes the difficult decision that will determine her marriage and her future happiness.

9:00 4 DANGER
"Sing For Your Life" starring Johnny Desmond. A nightclub singer is approached by a girl to send a message to her runaway sister on one of his broadcasts.

WEDNESDAY

7:30 5 CAVALCADE OF AMERICA
"Night Strike." Story of how John Paul Jones, during the American Revolution, raids the coast of England, the only invasion since 1066.

8:00 5 KRAFT THEATER
"The Curious Savage," by John Patrick. An elderly lady inherits five million dollars from her husband and invests it in a teddy bear factory. Her children believe her insane and try to have her committed to an institution.

9:30 5 CURTAIN TIME
"Marriage Of Inconvenience." A problem of free enterprise is solved by a young woman's ingenuity in combatting the male ego.

THURSDAY

8:00 4 VIDEO THEATER

8:30 5 FORD THEATER
"The Son-In-Law" starring Peter Lawford & Bonita Granville. A case of mistaken identity leads to a broken betrothal for a young man on his way overseas.

TV GUIDE **Change of Address:** Mail to 185 N. Wabash, Chicago 1, Ill. In order to assure proper delivery please advise the postmaster and this office, enclosing with new address the address label from your magazine showing old address. Allow three weeks for processing of new subscriptions or change in address. **Expirations:** First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our expiration number. To find number of issues to be received before subscription expires, subtract expiration number of this issue noted below from numbers following the dash on the first line of address label.

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THE WEEK-END'S TV MOVIES

FRIDAY

11:00 a.m. 4 "Echo Murders"
A detective stumbles on a cove on the English coast in which German saboteurs are hiding. David Farrar, Dennis Price, Pamela Stirling.

1:00 5 "Jungle Pirates"
Tim Tyler searches for ivory in the elephant's graveyard. Frankie Thomas, Frances Robinson, Jack Mulhall.

1:15 7 "Master Of Bankdam"
Story of the trials and tribulations of three generations of a feuding family. Anne Crawford, Tom Walls, Jim Hanley.

2:30 7 "Flying Deuces"
Two Paris sightseers join the Foreign Legion, then try to desert. Laurel & Hardy, Jean Parker, Reginald Gardiner.

3:15 4 "Bashful Bachelor"
Comedy about a race horse which is traded for a delivery car. Lum & Abner, Zasu Pitts, Grady Sutton.

10:00 9 "Ginger"
Story of a fighter and his love for children. Frank Albertson, Barbara Reed, Johnny Calkins.

11:00 5 "You Only Live Once"
An ex-convict, trying to go straight, is framed on a murder charge. Henry Fonda, Sylvia Sidney, Barton McLane, William Gargan.

12:00 4 "Murder In Reverse"
A man is sentenced to 15 years in prison for a murder which never took place. William Hartnell, Jimmy Hanley.

SATURDAY

12:00 9 "Wolf Call"
A young ne'er-do-well son of a rich man is sent to the north country to make a man of himself. John Carroll & Movita.

12:30 4 "Fugitive Valley"
Adventures of a pair of jailbirds and a female leader of hi-jackers. Ray Corrigan, John King, Max Terhune & Julie Duncan.

2:30 4 Movie—Title to be announced

4:00 7 "Devil Riders"
Pony express rider and stagecoach company, former rivals, team up when the company is threatened by a crooked lawyer and his henchmen. Buster Crabbe, Al St. John, Patti McCarthy.

4:45 9 "Ghost Of Hidden Valley"
Young Englishman comes to the wild west to take over his father's ranch and runs into cattle rustlers using his land to hide their stolen goods. Buster Crabbe, Al St. John, Jean Carlin.

7:00 7 "Dudes Are Pretty People"
Comedy about two cowboys on a dude ranch. Jimmy Rogers, Noah Beery Jr., Marjorie Woodworth.

9:30 7 "Knight Without Armor"
Story of an English spy who is caught in the Russian revolution and sent to Siberia. Marlene Dietrich, Robert Donat, Irene Vanburgh.

10:00 4 "Swamp Fire"
A wealthy man buys up the swamp country of Mississippi to put the natives out of jobs, but they rebel and set fire to the entire countryside. Johnny Weissmuller, Virginia Grey, Buster Crabbe.

10:00 5 "New Orleans"
Story of jazz and gambling, with Arturo De Cordova, Dorothy Patrick, Louis Armstrong, and Woody Herman.

11:00 9 "The Cobra Strikes"
A criminal steals a machine invented for war purposes and uses it to kill three persons. Sheila Ryan & Richard Fraser.

11:15 7 "Magic Bow"
Story of the life of the composer Nicolo Paganini, Stewart Granger, Phyllis Calvert, Jean Kent.

Frankie Thomas
Fri. 1:00 p.m. (5)

Stan Laurel & Oliver Hardy
Fri. 2:30 p.m. (7)

John Carroll
Sat. 12:00 Noon (9)

11:35 4 "Medal For The General"
An old general finds a new war to fight when six slum children are thrown into his lap. Godfrey Tearle, Jeanne de Casalis, Morland Graham.

SUNDAY

10:00 a.m. 4 "Range Busters"
The three Range Busters are brought in to avenge the killing of a girl's father. Ray Corrigan, John King, Max Terhune, Luana Walters.

10:00 9 "Exile Express"
Story of a girl laboratory assistant who innocently gets entangled in the murder of her chemist-boss. Anna Sten, Alan Marshal, Jerome Cowan & Jed Prouty.

10:30 5 "Right Man"
Starring Alan Ladd, Julie Bishop & Edith Fellows.

12:00 9 "Phantom Patrol"
A United States criminal assumes the identity of a Canadian author. Kermit Maynard, Joan Barclay.

1:00 4 "Strawberry Roan"
A young couple trying to make good on a farm head for disaster when the girl starts spending all the money on unnecessary luxuries. Billy Hartnell, Carol Raye.

4:00 9 "Two On The Tiles"
British comedy about the escapades of four respectable people when blackmail is threatened. Hugh McDermott & Herbert Lom.

5:30 9 "Kiss The Bride Goodbye"
Daughter of an ambitious woman promises to marry her mother's choice, even though she loves another. Jim Hanley, Patricia Medina, Wyle Watson.

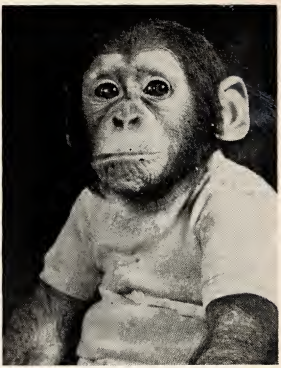
10:00 9 "Call Of The Forest"
Melodrama of the wild West about a young boy and his stallion. Robert Lowery, Ken Curtis, Charlie Hughes.

10:30 4 "Woman Of The Town"
Western about Dodge City at the turn of the century, highlighting the romance of "Bat" Masterson, famous U.S. Marshal. Claire Trevor, Albert Dekker, Henry Hull, Barry Sullivan.

11:00 5 "Chance Of A Lifetime"
Convict is paroled to work in a factory during the war, but is involved in a fatal gun fight before he can report to the job. Bernard Miles, Jeanne Bates, Chester Morris.

Virginia Grey
Sat. 10:00 p.m. (4)

Patricia Medina
Sun. 5:30 (9)



Here's proof that males don't have to look like Clark Gable to make a hit on TV. Take the case of Mr. J. Fred Muggs (above). This playful little fellow with the beady eyes, unshaven face and contemptuous expression makes a fine living just by plaguing Dave Garroway and the cast of "Today." Mr. Muggs celebrated his first birthday last week at Chicago's Lincoln Park Zoo.

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Jock Mabley, Morjorie Maddock, Helen Malone, Doris Marie Monn, Geargе Menard, Betty Mitchell, Monogrom-Chicoga Transcribed Productions, Tom Moare, Jeon Mowry, NABET-CIO, Richard C. Noble, Ken Nardine, Don Norton, Bill O'Connor.

"Pattern For Living," Phillip G. Patton, Catherine Poyne, Carnelius J. Peeples, Kenneth R. Penhole, Pat Percy, Fern Persons, Arthur H. Peterson, Normo Ransom Petersan, Lee Phillip, Phoenix Productions, Inc., Alma Plotts, Beverly Younger Podewell, Lester Podewell, Carmelita Pope, Froncois Pope, Ron (Topper) Pritikin, Jess Pugh.

Sterling "Red" Quinlon, Radio & TV Broadcast Engineers, Radio & TV Directors' Guild, John Rovencraft, Marjorie Marlowe Reed, Eloine Robbins, Ed Raberts, Elmiro Roessler, Sondro Gair Rase, Jack Russell, Walter Schwimmer Prod., Inc., Joseph M. Seiferth, Som E. Siegel, Stuort Sklomm, Clifford Soubier, Gordiner H. Stern, George Stane, Win Strocke, Hope Summers, Chorles B. Sweningsen.

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"I said: IT'S REAL GREAT THE WAY TELEVISION KEEPS THE FAMILY TOGETHER."

Friday Apr. 24

6:45 5 Town And Farm—Discussion
Everett Mitchell with comments.

7:00 5 Today—Reports & Interviews

9:00 4 Wheel Of Fortune—Quiz
5 Ding Dong School—Nursery
9 Your Figure Ladies—Exercises

9:30 5 Animal Playtime—Win Stracke
7 Movie—Title to be announced
9 Clete Roberts' World Report

9:45 4 Meet Betty Furness—Ideas
Guest, James Amster, interior decorator.
7 INS Newsreel—Report
9 Earl Nightingale Program

10:00 4 News At Ten—Information
5 Ask Washington—News Panel
7 Beulah Karney Presents—Tips
9 A To Z Of Cookery—Recipes
"Sunday Dinner."

10:05 4 There's One In Every Family

10:30 4 Strike It Rich—Warren Hull
Guest, Ann Bollinger, Metropolitan Opera soprano.
5 Mrs. U.S.A.—Film Short
The color of spring flowers and gaiety of spring clothes are combined to show the latest in feminine attractions.
7 Let's Exercise With Ed Allen
Ed demonstrates feminine training tips.

10:50 7 Your Weather—Wayne Griffin

10:55 7 News With Ulmer Turner

11:00 4 "Echo Murders"
MOVIE—(1st showing) A detective stumbles on a cove on the English coast in which German saboteurs are hiding. David Farrar, Dennis Price, Pamela Stirling.
5 Creative Cookery—Recipes
Casserole of shrimp thermidore and turkey with dressing in casserole.
7 Breakfast With Danny O'Neil
9 Bride & Groom—Interviews

11:15 9 Love Of Life—Serial Drama
A little game proved to be all too real for Alex Crown.

11:30 9 Search For Tomorrow—Serial
A flat tire hinders a hasty departure.

11:45 9 Guiding Light—Serial Story
Tim comes to visit Kathy who arranges for Meta to meet him at the station.

11:55 7 News With Ulmer Turner

12:00 4 Luncheon With Billy—Musical
5 Noontime Comics—John Coons
7 Happy Pirates—Kids' Variety
"Two Ton" Baker & Joe White
9 Hi Ladies—Jack Payne
Guest, Author Herb Breyer.

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

12:25 4 Lee Phillip & Midday News
Household hints and news of interest to the ladies.

12:30 4 Garry Moore Show—Comedy
Garry stars in comedy sketch about the Sanitation Dept. Comedian George Gobel makes a return visit. Denise Lor and Ken Carson sing "That's What Makes Paris Paree." Also, the return of Bobby the monkey.

5 Peabody Awards
Presentation of the George Foster Peabody Awards to outstanding television and radio programs of 1952. Robert W. Sarnoff, presiding.

7 Time For Fun—Nick Francis

12:45 9 Baseball With The Girls

12:55 5 News—Late Information

7 News With Ulmer Turner

1:00 4 Double Or Nothing—Quiz

5 "Jungle Pirates"
MOVIE—(1st showing) Tim Tyler searches for ivory in the elephant's graveyard. Frankie Thomas, Frances Robinson, Jack Mulhall.

7 All About Baby—Ruth Crowley

9 Batting Practice—Creighton

1:10 9 Lead Off Man—Vince Lloyd

1:15 7 "Master Of Bankdam"
MOVIE—Story of the trials and tribulations of three generations of a feuding family. Anne Crawford, Tom Walls, Jim Hanley.

1:30 4 Art Linkletter's House Party
Guest, Edmund O'Brien.

9 Baseball—Cubs vs St. Louis
Jack Brickhouse announces.

2:00 4 Big Pay Off—Quiz For The Men

5 Break The Bank—Bud Collyer

2:25 7 News With Ulmer Turner

2:30 4 Eddie Albert Show—Variety

5 Welcome Travelers—Chats

7 "Flying Deuces"
MOVIE—Two Paris sightseers join the Foreign Legion, then try to desert. Laurel & Hardy, Jean Parker, Reginald Gardiner.

3:00 4 Shopping With O'Riley—Tips
Patrick O'Riley and Lee Phillip with topics of interest to housewives, plus pianist Hank Winston and organist Len Cleary.

5 Kate Smith Hour—Variety
"Talent Showease," new segment presenting young stars in their TV debuts. First show features dancer Evie Lynn; singer Jose Duval; The Showtimers, musical-comedy song and dance act; and Phil Romano, violinist: also, the Kateds and the Katydids.

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Friday Apr. 24

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

3:15 4 "Bashful Bachelor"
MOVIE—Comedy about a race horse which is traded for a delivery car. Lum & Abner, Zasu Pitts, Grady Sutton.

3:45 9 Tenth Inning—Interviews

3:55 7 News With Ulmer Turner

4:00 5 Hawkins Falls—Serial Tale
7 Lucky 7 Ranch—Western Film
"Rainbow Riders."
9 "Silver Range"
MOVIE—Johnny Mack Brown stars.

4:15 5 Gabby Hayes Show—Tall Tales

4:30 4 Garfield Goose And Friend
Garfield is appointed bugler for his Boy Scout Troop No. 29—The Galloping Geese.
5 Howdy Doody Show—Puppets

4:45 7 Rootie Kazootie—Puppet Fun

5:00 4 Kids Karnival Kwiz—Games
5 Elmer, The Elephant—For Kids
7 Laugh Time—Film Shorts
"Laurel & Hardy" film plus cartoon.
9 Time For Beany—Fun For Kids

5:15 9 Talent Time—Variety Show
Linn Burton emcees musical-variety.

5:30 4 Silhouettes Of The West—Chats
5 Industry On Parade—Film
7 Adv. Time With Bob Atcher
"Hurricane Express," chapter 3.
9 Robert Hurleigh—News

5:45 4 Chgo. Weather—Russ Reed
5 To be announced
9 Sports Review—Brickhouse

5:50 4 Guest Star—Carmelita Pope
Guest, William Lonteau, actor.
5 Clifton Utley And The News

6:00 4 Sports & Comments—Elson
5 Meet The Veep—Discussion
7 Austin Kiplinger & The News
9 Captain Video—Adventures
Radig plans to use his altering mechanism on Captain Video.

6:10 7 Sports Highlights—Jack Drees
Interviews with sports personalities.

6:15 4 News With Fahey Flynn
5 Town Crier—Tony Weitzel

6:25 7 Your Weather—Wayne Griffin

6:30 4 CBS News—Douglas Edwards
5 Those Two—Comedy Skit
Pinky writes a TV version of "Salome," casting himself as the Roman soldier Claudius, Martha as Salome and Bob Warren as King Herod.
7 Stu Erwin—Comedy Drama
Stu gets left holding the house when he decides to make a fast buck by helping a friend sell his ancestral acres in "The Landlord."

6:30 9 Spencer Allen & The News

6:45 4 Perry Como Show—Musical
Tunes: "Seven Lonely Days," "The Nearness of You," "Say You're Mine Again," and guest Joni James sings "Your Cheatin' Heart."
5 News Caravan—John Swayze
9 Chicagoland Newsreel—Data

7:00 4 MAMA—Domestic Comedy
Excitement is at a high pitch in the Hansen household when Aunt Trina gets married.
5 RCA VICTOR SHOW—Musical
The jealous neighbor invites Dennis to dinner to see if his jealousy has been cured.
7 ADV. OF OZZIE & HARRIET
Ozzie shows Thorny the folly of rumors by telling a fish story that results in a fabulous business for the fish market.
9 PATHWAYS OF THE WORLD
"A Date With Your Family."

7:15 9 CITY EDITOR—Clem Lane

7:30 4 MY FRIEND IRMA—Comedy
Irma causes trouble with the bar association when she tries to help her boss out of a financial difficulty.
5 WALT'S WORKSHOP—Creative
Mr. Durbahn puts the finishing touches on his remodeled attic and shows how to set in ceiling tile, mouldings and a sliding door.
7 SUPERMAN—Adventures
George Reeves as Clark Kent in "Mind Machine."
9 DARK OF NIGHT—Drama
"On location" drama from the American Red Cross blood bank in New York City.

8:00 4 PLAYHOUSE OF STARS—Drama
"Allen Of Harper," with John Newland, Robert Warwick, Anne Seymour & Jan Miner. A famous novelist, an actress and a young girl resent the retirement of a beloved professor and start a campaign to bring him back.
5 BIG STORY—Drama
Eugene Parkson of the *Parsons Sun*, a Kansas paper, tells how an elderly farmer is found dead and his grandson missing.
7 DEATH VALLEY DAYS—Drama
"Claim Jumping Jennie." Irene Barton as a hard-hitting claim jumper who tries to keep her profession a secret from her daughter in an Eastern finishing school.
9 LIFE BEGINS AT 80—Quiz
Jack Barry moderates panel

8:30 4 OUR MISS BROOKS—Comedy
When Principal Conklin proclaims a "Board Of Education Day," Eve Arden does all she can to help him make an impression.

8:30 5 **ALDRICH FAMILY**—Comedy
When the eye doctor puts drops in Henry's and Homer's eyes, everything is blurred, including the homeliness of Mary's friend.

7 **TALES OF TOMORROW**—Drama
"The Rock." Two children in Central Park find a strange rock which has both destructive and healing qualities.

9 **WORLD IS YOURS**—Film
Plan your vacation by TV! See travel movies and hear vacation suggestions.

9:00 4 **MR. & MRS. NORTH**—Drama
Pam and Jerry offer to sit with an expectant mother at the hospital until her husband arrives, but a gangster with murder in mind arrives instead.

5 **CAVALCADE OF SPORTS**
Jimmy Carter, 30, of New York, with 58 wins, 14 losses and 7 draws vs Tommy Collins, 24, of Boston with 56 wins & 9 losses in 15 round lightweight bout. Jimmy Powers announces from St. Nicholas Arena (see page A-40).

7 **"CROSSROADS"**—Film Drama
A man discovers that his wife plans to leave him, but cannot understand why. Ellen Drew & Billy Halop.

9 **TWENTY QUESTIONS**—Quiz
Emcee Jay Jackson with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee and guest, baseball star Gene Woodling, of the New York Yankees.

9:30 4 **FAVORITE STORY**—Film Drama
Adolphe Menjou as narrator with Noah Beery, Lyle Talbot, John Hamilton & Bobby Blake in "Born Unto Trouble." An honest man lives a life of crime until his son begins to follow in his father's footsteps.

7 **I'M THE LAW**—Film Drama
George Raft in "The Firebug Story."

9 **DOWN YOU GO**—Panel Quiz
Dr. Bergen Evans is moderator.

9:45 5 **GREATEST FIGHTS OF CENTURY**
Boxing film: Max Baer vs Lou Nova, Yankee Stadium, June 1, 1939.

10:00 4 **VIC PERRY**—Man On The Street

5 **WEATHERMAN**—Clint Youle

7 **CHICAGO FIGHTS CANCER**
Jim Moran emcees fourth annual benefit show for 1953 cancer drive. Stars of stage, screen, radio and TV perform for goal of $100,000. *Sponsored by Courtesy Motors.*

9 **"GINGER"**
MOVIE—Story of a fighter and his love for children. Frank Albertson, Barbara Reed & Johnny Calkins.

10:10 5 **DORSEY CONNORS**—New Tips
Dorsey explains how you can help the kiddies keep their toys picked up.

10:15 4 **HARRINGTON ON SPORTS**

5 **CLIFTON UTLEY & THE NEWS**

10:25 4 **CHGO. WEATHER**—Russ Reed

10:30 4 **CHGO. AT NIGHT**—Chuck Bill

5 **LET'S LOOK AT SPORTS**—Events

10:45 4 **OUR SONG**—Danny O'Neil

5 **HERBIE MINTZ**—Musical

11:00 4 **KUP'S TV COLUMN**—Gossip

5 **"YOU ONLY LIVE ONCE"**
MOVIE—An ex-convict, trying to go straight, is framed on a murder charge. Henry Fonda, Sylvia Sidney, Barton MacLane, William Gargan.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**

9 **NEWS**—Les Nichols Comments

11:45 9 **FILM PROGRAM**

12:00 4 **"MURDER IN REVERSE"**
MOVIE—A man is sentenced to 15 years in prison for a murder which never took place. William Hartnell, Jimmy Hanley.

1:45 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

TONITE at 10!
WBKB (7)
"Chicago Fights Cancer" Telethon
Presented by
Jim Moran
& The American Cancer Society
See Show Biz Greats
In Benefit Performance
To Raise Funds for Cancer
WIN!
1953 HUDSON "SUPER JET"
in special Cancer Contest

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Saturday Apr. 25

9:30 7 "FIGHTING MUSTANG"

10:00 4 THERE'S ONE IN EVERY FAMILY

7 SPACE PATROL—Adventures
There appears to be evidence that Commander Corey is involved in undermining the activities of the Security Council.

9 KIDS' CAMERA CORNER—Film

10:30 4 ROD BROWN OF THE ROCKET RANGERS—Drama
"The Case of the Invisible Saboteurs." Rod is sent to another planet to investigate the disappearance of secret files.

7 SKY KING—Western Story
"Desperate Character." A teen-aged bank robber manages to escape from the state reform school but stumbles into the path of Kirby Grant, Sky King.

9 KIDS & COMPANY—Variety
Johnny Olsen salutes the "kid of the week," awards a plaque, & dramatizes the youngster's story

11:00 4 BIG TOP—Circus Fun
Jack Sterling presents Elimar, Australian juggler; the La Blonde Trio, comedy act on the horizontal bars; and Charlotte LeVine's chimpanzees.

7 BEULAH SHOW—Comedy

9 TERRY AND THE PIRATES
"The Maitland Affair." Desperadoes divert a shipload of American relief rice to sell to the Dragon Lady and substitute a contaminated load.

11:30 7 "WAGON TRAIL"
MOVIE—Western adventure tale.

9 MORNING MOVIE TIME—Film
"Reckless Buckaroo."

12:00 4 OPERATION NEW HORIZONS

7 "BAD MAN FROM BIG BEND"
MOVIE—Carl Shrum in western.

9 "WOLF CALL"
MOVIE—A young ne'er-do-well son of a rich man is sent to the north country to make a man of himself. John Carroll & Movita.

12:30 4 "FUGITIVE VALLEY"
MOVIE—Adventures of a pair of jailbirds and a female leader of hi-jackers. Ray Corrigan, John King, Max Terhune & Julie Duncan.

1:00 7 "TROUBLE AT MELODY MESA"
MOVIE—Western adventure tale.

9 BATTING PRACTICE-Creighton

1:10 9 LEAD OFF MAN—Vince Lloyd

1:25 9 BASEBALL—Cubs vs St. Louis
Jack Brickhouse and Harry Creighton announce game from Wrigley Field.

2:00 4 NEW WESTERN THEATER—Film

5 NATURE OF THINGS—Science
Discussion and demonstration by Dr. Roy K. Marshall.

(Continued on Page A-18)

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Saturday Apr. 25

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

2:00 7 **"WATER RUSTLERS"**
MOVIE—A girl tries to manage her ranch after her father is killed by outlaws. Dorothy Page, David O'Brien, Vince Barnett.

2:15 5 **MEET THE VEEP**—Discussion

2:30 4 **MOVIE**—Title to be announced
5 **AMERICAN INVENTORY**
"How To Get Rich," documentary film.

3:00 5 **TOP STAKE RACES**—Jamaica
"The Wood Memorial," worth $100,000, 1⅛ mi., for three-year-olds and fillies. Commentator Sam Renick describes the action.
7 **"BRAND OF THE DEVIL"**
MOVIE—Western adventure story.

3:30 5 **NBC TELEVISION OPERA**
"Der Rosenkavaller," part 1, by Richard Strauss, with Wilma Spence, Frances Bible, Virginia Haskins, Ralph Herbert & Manfred Hecht; conducted by Peter Herman Adler.
9 **TENTH INNING**—Interviews

4:00 4 **CLASSIC THEATER**—Music
"Marechiaro," part I.
7 **"DEVIL RIDERS"**
MOVIE—Pony express rider and stagecoach company, former rivals, team up when the company is threatened by a crooked lawyer and his henchmen. Buster Crabbe, Al St. John, Patti McCarthy.
9 **CAMERA CARAVAN**—Film

4:45 9 **"GHOST OF HIDDEN VALLEY"**
MOVIE—Young Englishman comes to the wild west to take over his father's ranch and runs into cattle rustler, using his land to hide their stolen goods. Buster Crabbe, Al St. John, Jean Carlin.

5:00 4 **FARMTOWN U.S.A.**—Talks
George Menard is host.
5 **RELIGIOUS PUPPET FILM**
"The Talents."
7 **SATURDAY LAUGH TIME**—Film
"Laurel & Hardy" film & fairy tale

5:15 5 **HOBBY TIME**—Bill Healion
Bill discusses "Model Finishing Techniques," with guest, William H. Chaffee, head of a model building firm and authority on model construction.

5:30 4 **WEEKEND NEWS**—Report
5 **JET PILOT**—Aviation Show
7 **ROOTIE KAZOOTIE**—Puppets
Poison Zoomtack claims that the magic four leaf clover is his and he tells the gang that he has a plot up his sleeve to get it.

5:45 4 **FILM**

6:00 4 **STORK CLUB**—Interviews

6:00 5 **MR. WIZARD**—Science Study
Don Herbert and Bruce Lindgren discuss "Crystals."
7 **PAUL WHITEMAN'S TEEN CLUB**
Talent variety competition for teen agers.
9 **"VIGILANTES ARE COMING"**
MOVIE—Part I of western.

6:30 4 **BEAT THE CLOCK**—Games
Bud Collyer is host to contestants
5 **ETHEL & ALBERT**—Comedy
Peg Lynch and Alan Bunce star in domestic comedy situations.
7 **WHAT'S THE ANSWER?**—Quiz
Mal Bellairs emcees panel program.
9 **HOMES FOR BETTER LIVING**

6:45 9 **TALENT TIME**—Variety
Linn Burton emcees musical-variety.

7:00 4 **JACKIE GLEASON SHOW**
5 **MY HERO**—Situation Comedy
"Jimmy Valentine." Robert Cummings as Beanblossom befriends an eccentric millionaire who finds he is a victim of his own retirement rule.
7 **"DUDES ARE PRETTY PEOPLE"**
MOVIE—Comedy about two cowboys on a dude ranch. Jimmy Rogers, Noah Beery Jr.
9 **PATHWAYS OF THE WORLD**
"Introductions."

7:15 9 **CHRISTOPHER FILM SHORT**
Religious discussion

7:30 5 **ORIGINAL AMATEUR HOUR**
Ted Mack returns with his troupe of talented amateurs.
9 **THIS IS THE LIFE**—Drama
The change of a tire changes a whole family's life when a man gets fed up with things and walks out on his wife.

8:00 4 **PLAY OF THE WEEK**—Drama
"Drawing Room A," with William Bishop & Joan Camden in comedy drama with action aboard a speeding train.
5 **YOUR SHOW OF SHOWS**
Sid Caesar & Imogene Coca with regulars Jack Russell, Judy Johnson, Hamilton Trio, Bambi Lynn & Rod Alexander, Billy Williams Quartet, Carl Reiner, Howard Morris, Harry Snow, and Marguerite Piazza.
7 **BOXING BOUTS**
Tommy Harrison of Los Angeles with 19 wins, 7 losses & 1 draw vs Wes Bascom of St Louis with 17 victories, 5 defeats and 1 draw in 10 round heavyweight bout. Bill Stern announces. (see page A-40)
9 **YOUR SENATOR'S REPORT**

8:15 9 **PATHWAYS OF THE WORLD**
"Nice Try, Virgil."

8:30 4 **MEET MILLIE**—Comedy Skit
Situation comedy with Elena Verdugo and Florence Halop.

Apr. 25 Saturday

8:30 9 WRESTLING FROM MARIGOLD
Johnny Carlin vs Frankie Hart; Soldier Barry vs Jerry Woods; Andre Drapp vs Stu Gibson; Skippy McGuire vs Don Jonathan. Main event: Danny Plecches vs Pat O'Connor. Also, Zack Malkov vs Bob Hanke.

9:00 4 QUIZ KIDS—Joe Kelly, Emcee
Ex-vice president Alben Barkley helps question the kids and "Two-Ton" Baker will also be a guest. Panel includes: Pat Conlon, 15; Sally Ann Wilhelm, 14; Frankie VanderPloeg, 8; Harvey Dytch, 9; and Janet Ahern, 7.

7 HEART OF THE CITY—Drama

9:30 4 IT'S NEWS TO ME—Panel Quiz

5 YOUR HIT PARADE—Musical
Extras: dance number, "Mama Inez," and "'s Wonderful" by Dorothy Collins.

7 "KNIGHT WITHOUT ARMOR"
MOVIE—Story of an English spy who is caught in the Russian revolution and sent to Siberia. Marlene Dietrich, Robert Donat.

10:00 4 "SWAMP FIRE"
MOVIE—A wealthy man buys up the swamp country of Mississippi to put the natives out of jobs, but they rebel and set fire to the entire countryside. Johnny Weissmuller.

5 "NEW ORLEANS"
MOVIE—(1st showing) Story o jazz and gambling in old New Orleans, with Arturo De Cordova, Dorothy Patrick, Louis Armstrong & Woody Herman.

11:00 7 SOMETHING NEW

9 "THE COBRA STRIKES"
MOVIE—A criminal steals a machine invented for war purposes and uses it to kill three persons. Sheila Ryan & Richard Fraser.

11:10 4 LATE WORLD NEWS

11:15 7 "MAGIC BOW"
MOVIE—Story of the life of the composer Nicolo Paganini. Stewart Granger, Phyllis Calvert, Jean Kent.

11:25 4 HUTCHINSON WAX

11:30 5 FACES IN THE WINDOW
Ken Nordine narrates mystery tale.

11:35 4 "MEDAL FOR THE GENERAL"
MOVIE—An old general finds a new war to fight when six slum children are thrown into his lap. God'rey Tearle, Jeanne de Casal's, Morland Graham.

12:30 7 COMEDY CAMEO—Film Short
"The Adventurer," with Charlie Chaplin as an escaped prisoner who is invited into a swanky home to attend a cocktail party.

9 NEWS—Up-To-The-Minute Data

(Stations reserve the right to change above listings without notice)

SEVEN

IS YOUR *lucky* CHANNEL

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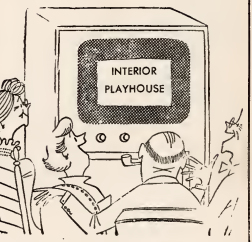
SATURDAY



The entire family will enjoy

INTERIOR PLAYHOUSE

and tonight's feature:

"KNIGHT WITHOUT ARMOR"

starring

MARLENE DIETRICH - ROBERT DONAT

— at 9:30 —

presented by

MADEWELL INTERIORS

JEWEL CHROME COMPANY

CHANNEL 7

WBKB

Sunday Apr. 26

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

9:30 4 LAMP UNTO MY FEET
Dr. Frances Carr Stiffler, Dr. Paul Collyer and Dr. Lyman Bryson discuss the triumph of love over fear. Drama, "A Greater Strength," by Paul Tripp.

5 THE PULPIT—Religious Talk
"Life's Unlimited Ceiling" discussed by Dr. Carl S. Winters of First Baptist Church of Oak Park.

7 SADDLE & SAGE—Western
"Wagon Trail."

9:45 5 WHAT'S YOUR TROUBLE—Talk
Dr. Norman Vincent Peale and his wife discuss various topics.

9 MORNING MOVIE TIME—Film
"Arranging a Buffet Table"

10:00 4 "RANGE BUSTERS"
MOVIE—The three Range Busters are brought in to avenge the killing of a girl's father. Ray Corrigan, John King, Max Terhune and Luana Walters.

5 SUN. FUNNIES—John Conrad

9 "EXILE EXPRESS"
MOVIE—Story of a girl laboratory assistant who innocently gets entangled in the murder of her chemist-boss. Anna Sten, Alan Marshall, Jerome Cowan & Jed Prouty.

10:15 5 MAGIC CLOWN—Kids' Variety

10:30 5 "RIGHT MAN"
MOVIE—Starring Alan Ladd, Julie Bishop & Edith Fellows.

11:00 7 TOOTSIE HIPPODROME
Torelli's Miniature Circus returns, composed of two girls, a man, five Shetland ponies, a mule, five dogs and a monkey.

11:15 4 GREAT WHITE WAY

11:30 4 CANDY CARNIVAL—Variety
Gene Crane emcees kids' fun

5 LIVE AND LEARN—Discussion
"Human Relations and Industry," discussed by George S. Speer, professor and director of the Institute for Psychological Services of the Illinois Institute of Technology.

7 FAITH FOR TODAY—Religious
Rev. W. A. Fagel conducts.

9 CAPTAIN MIDNIGHT—Drama
"Hawk of the Wilderness" part VI

12:00 4 NEWS AT NOON—Report

5 YOUTH WANTS TO KNOW
Teen-agers quiz guest, Walter Reuther, president of the CIO. Frank Blair, moderator.

7 HEART OF THE CITY—Drama
Pat McVey & Jane Nigh.

9 "PHANTOM PATROL"
MOVIE—A United States criminal assumes the identity of a Canadian author. Kermit Maynard & Joan Barclay.

12:15 4 YOUR FUTURE HOME—Ideas
Jack Callaghan comments on homes.

12:30 4 TV GARDEN CLUB
James H. Burdett discusses transplanting tomatoes and killing crab grass.

5 FRONTIERS OF FAITH—Talks
Guest, Dr. Ralph Walker, Pastor of the Madison Avenue Baptist Church.

7 AMATEUR HOUR—Talent
Bob Murphy interviews youngsters.

1:00 4 "STRAWBERRY ROAN"
MOVIE—A young couple, trying to make good on a farm, head for disaster when the girl starts spending all the money on unnecessary luxuries. Billy Hartnell & Carol Raye.

5 HOW DOES YOUR GARDEN GROW?—Discussion & Movies
John Ott talks about daffodils and shows time-lapse movies showing the growth from bulb to bloom.

9 BATTING PRACTICE-Creighton

1:10 9 LEAD OFF MAN—Vince Lloyd

1:30 5 AMERICAN FORUM OF THE AIR
"Is Criticism of the House Un-American Activities Committee Methods Justified?" Discussed by Bishop G. Bromley Oxnam and Rep. Donald L. Jackson (R., Cal.).

7 WILD BILL HICKOK—Western
Guy Madison and Andy Devine in "Close Shave."

9 BASEBALL—Cubs vs St. Louis
Jack Brickhouse announces.

2:00 5 RANGE RIDER—Western Drama
Jack Mahoney tries to solve the mystery of the reign of terror sweeping the Valley, with his only clue a Red Jack playing card left beside the body of each victim.

7 CISCO KID—Western Movie
Duncan Renaldo and Leo Carillo

2:30 4 MAN OF THE WEEK—Talk
A current events discussion with a headline personality.

5 HALL OF FAME—Drama
Two hour production of Shakespeare's "Hamlet," starring Maurice Evans, Ruth Chatterton, Joseph Schildkraut, Sarah Churchill & Barry Jones.

7 ADVENTURES OF KIT CARSON
Bill Williams is featured as Kit.

3:00 4 GREAT WESTERN THEATER
Starring Bob Steele in western

7 HOPALONG CASSIDY—Tale
Bill Boyd is featured as "Hoppy" in "Fool's Gold."

Apr. 26 Sunday

3:30 4 OMNIBUS—Variety 'Til 5:00
Emlyn Williams will be seen and heard in a reading from Charles Dickens' "A Tale of Two Cities." "Gaite Parisienne" as interpreted by the Ballet Russe de Monte Carlo. "Modern Art and Sculpture," a preview of the forthcoming exhibition by the Museum of Modern Art, covering the 20th century in art and sculpture. "The Figgerin' of Aunt Wilma," by James Thurber in which a lady reacts strangely and amusingly to the discovery that she has been short-changed.

7 BOB ATCHER SHOW—Kids Fun
Puppet Sammy Squirrel helps Bob with the chores

3:45 9 TENTH INNING—Interviews

4:00 7 SUPER CIRCUS—Big Top Fun
Claude Kirchner presents Cimse's Collies; Cliffy, Scampy, Nicky and Mary Hartline in "The Sleep Walker." Howard Nichols, the man with the hoops. Sils Sisters, revolving loop-the-loop act. Menagerie features Bernie Hoffman with a South American grisson and a woolly monkey. Also, the Lopez Trio, low bar casting act.

9 "TWO ON THE TILES"
MOVIE—British comedy about the escapades of four respectable people when blackmail is threatened. Hugh McDermott & Herbert Lom.

4:30 5 SIGHTSEEING WITH SWAYZES
John Cameron Swayze and his family visit New Orleans.

4:45 5 WINDOW ON WASHINGTON
Bill Henry with the news

5:00 4 YOU ARE THERE—History
The signing of the Declaration of Independence, July 4, 1776.

5 MEET THE PRESS—Discussion
Martha Rountree & Lawrence Spivak interview politicians.

7 TO BE ANNOUNCED

9 FAMOUS PLAYHOUSE—Film
"Letter Of The Law," with Joan Camden, Robert Arthur & George Nader. A difficult problem arises for an honest cop when his girlfriend's family becomes involved with the law.

5:30 4 SEE IT NOW—News Films
Edward R. Murrow's documentary o important events.

5 ROY ROGERS SHOW—Drama
"Death Medicine." Outlaws kidnap Ed Bailey & set a high ransom. Roy & Dale trail the kidnappers.

7 WALTER WINCHELL—Gossip

WE'RE PROUD OF YOU - "CLIFF"

By WM. A. QUE

IF CLIFTON UTLEY has a trophy room in his home it's a sure thing that it is packed to the ceiling with awards and citations. In recent years honor upon honor has been heaped upon Mr. Utley due to his nationwide reputation as an authoritative news analyst and commentator. On May 25 at Chicago's Conrad Hilton Hotel, Utley will be recipient of the 1952 Sigma Delta Chi radio newswriting award. The citation reads in part, "For exceptional evaluation of current events . . . cited particularly in his NBC broadcast of October 19, 1952, which was devoted to the grim alternatives of the Iranian dilemma. Perhaps no more complex subject could have been chosen." Also during the month of May, Utley will be cited as the "top radio reporter of the year" by the Southwest Journalism Forum. Be sure you hear **Clifton Utley**, Monday through Friday, 5:00 to 5:05 p.m. and also on Sundays from 10:00 to 10:15 p. m. over WMAQ — 670 on your radio dial.

UTLEY

BARTLETT

When flyer Tommy Bartlett grounded himself for a new career, a few years back, it wasn't so much of a switch as it sounds. His work is still concerned with travel, only now he gets to far places by listening to the tales of others on his "Welcome Travelers" radio show on WMAQ, Monday through Friday, 9:00 to 9:30 a.m. Plan to be near your radio tomorrow morning for "Welcome Travelers" . . . you'll enjoy it.

—Adv.

Sunday Apr. 26

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

5:30 9 "KISS THE BRIDE GOODBYE"
MOVIE—Daughter of an ambitious woman promises to marry her mother's choice, even though she loves another. Jim Henley, Patricia Medina & Wyle Watson.

5:45 7 LILLI PALMER—Interviews
Guest, Lily McCormick.

9 TENTH INNING—Interviews

6:00 4 GENE AUTRY SHOW—Western
"Gun Powder Range." Gene and Pat risk death to keep a youngster from joining a gang of smugglers.

5 RED SKELTON SHOW—Comedy

7 YOU ASKED FOR IT—Requests
Art Baker presents "Dante's Great Illusion," sawing a woman in half. "Malikova," high wire artist who walks the tight rope blindfolded. "The Car with Five Wheels," demonstration of the car that parks sideways. Al Avalon and his "Capers with Papers," and "From Screen Test to Stardom," the step-by-step rise to fame of Cleo Moore, new motion picture star.

9 EASYCHAIR ADVENTURES-Film

6:30 4 PRIVATE SECRETARY—Comedy
An elusive author proves to be a tough problem for Susie.

5 MISTER PEEPERS—Comedy
Wes and Marge are married and Wally Cox, as best man, comes to the wedding in the wrong kind of suit.

7 ABC ALBUM—Drama
"Jamie" by David Swift; starring Brandon De Wilde with Ernest Truex. Heart-warming story of the companionship between a lonely little boy and an old man who lives with his fading dreams.

7:00 4 TOAST OF THE TOWN—Variety
Ed Sullivan presents preview of "Never Let Me Go" with Clark Gable & Gene Tierney. Guests, singers Roberta Peters & Jan Peerce; Willie West & McGinty, comedy team; and the Marquis Monkeys. Also the four Copa Girls, and comedian Wally Boag.

5 COMEDY HOUR—Variety Show
Bud Abbott and Lou Costello with guests, Hoagy Carmichael, Teresa Brewer and the Amin Brothers.

7 ABC ALBUM—Drama
"Mr. Glencannon Takes All," with Robert Newton, Myron McCormick, Melville Cooper. Glencannon's ship company tries to win the cargo trade of whiskey manufacturer and as usual, Glencannon upsets the apple cart.

9 FAITH OF OUR FATHERS—Talk
Woodlawn Emmanuel Lutheran Church with Rev. Carl H. Berhenke officiating.

7:30 7 THE RUGGLES—Comedy Drama

9 BIG PICTURE—Korean Film

8:00 4 FRED WARING—Musical Show
Special operatic production of "Carmen" featuring the Pennsylvanians with Bill and Cora Baird and their puppets.

5 TV PLAYHOUSE—Drama
"Printer's Measure," by Paddy Chayefsky. An elderly printer who is an artist in his field, faces a grave conflict with the coming of the machine age. Stars Pat O'Malley, Martin Newman & Peg Hillias.

7 MARCH OF TIME—Film
Westbrook Van Voorhis.

9 ROCKY KING—Roscoe Karns
"The Will Be Done." An elderly woman's desire to change her will proves useless when death overtakes her in a mysterious plot.

8:30 4 TIME TO SMILE—Variety

7 DANGEROUS ASSIGNMENT
Brian Donlevy as agent Steve Mitchell in "The Key Story."

9 PLAINCLOTHESMAN—Drama
"The Shoe and Heel." Ken Lynch and Jack Orrison trail the murderer of a "heel" with too many girl friends when they fit the right shoe into a plaster mold of a footprint found near the body.

9:00 4 THE WEB—Mystery Drama
"A Time For Hate," starring Jessie Royce Landis. A man returns from the grave to upset the lives of a domineering woman and her daughter.

5 THE DOCTOR—Film Drama
"Rendezvous," with Tod Andrews, Ann Summers, Bert Thorn, Katherine Bard & Donald McClelland. A woman writes a series for a fiction magazine based on the man she has lost to her best friend.

7 BILLY GRAHAM—Religious
The evangelist delivers an oration.

9 ARTHUR MURRAY PARTY
Hostess Kathryn Murray presents Jay Marshall, Karen Chandler, John Mize, Bobby Thompson & Phil Rizzuto.

9:15 7 QUEST FOR SERENITY—Talk
Dr. Kenneth Hildebrand speaks

9:30 4 WHAT'S MY LINE?—Quiz
John Daly moderates panel: Dorothy Kilgallen, Arlene Francis, Bennett Cerf, and Steve Allen.

5 VICTORY AT SEA—Film Drama
"The Fate of Europe."

Apr. 26 Sunday

9:30 7 **BOTH SIDES**—Discussion
"Should Electric Power Sources be Owned by the Federal Government or Private Enterprise?" Discussed by guests, Sen. Henry M. Jackson (D., Wash.) and Sen. Homer E. Capehart (R., Ind.)

9 **JACKSON AND JILL**—Film
Helen Chapman & Todd Karnes in a situation comedy based on the gambits & misadventures of a pair of lovebirds, titled "A Man's House Is His Castle."

10:00 4 **FILES OF JEFF JONES**
Don Haggerty in "One for the Money." When Jeff's client is killed, Jeff tries to pin the guilt on the client's former partner, but finds that the police department have already arrested the murderer.

5 **WEATHERMAN**—Clint Youle
General description of the day's climate and what to expect this week

7 **PAUL HARVEY**—News
Commentary on events of interest.

9 **"CALL OF THE FOREST"**
MOVIE — (1st showing) Melodrama of the wild West about a young boy and his stallion. Robert Lowery, Ken Curtis & Charlie Hughes.
Sponsored by Courtesy Motors

10:10 5 **DORSEY CONNORS**—Ideas
Dorsey's advice: start your spring gardening and keep your tools in repair.

10:15 5 **ALEX DREIER**—News Report
Late data on current events

7 **OUT OF THE WORLD**—Talk
Adult science program with John Sternig as commentator.

10:30 4 **"WOMAN OF THE TOWN"**
MOVIE—Western about Dodge City at the turn of the century, highlighting the romance of "Bat" Masterson, famous U.S. Marshal. Claire Trevor, Albert Dekker, Henry Hull & Barry Sullivan.

5 **SPORTS STAR TIME**—News
Tom Duggan discusses events

7 **WRESTLING FROM RINGSIDE**
Rito Romero vs Danny Savich, on film. Wayne Griffin announces.

11:00 5 **"CHANCE OF A LIFETIME"**
MOVIE—Convict is paroled to work in a factory during the war, but is involved in a fatal gun fight before he can report to the job. Bernard Miles, Jeanne Bates & Chester Morris.

11:30 9 **NEWS**—Lee Nichols Comments

11:45 9 **HEALTH AIDS**—Commercial

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Monday Apr. 27

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

6:45 5 Town & Farm—Discussions

7:00 5 Today—News & Commentary
The 50th anniversary of powered flight will be celebrated this week, with outstanding personalities including Eddie Rickenbacker, Gen. Jimmy Doolittle, and Admiral Richard E. Byrd.

9:00 4 Arthur Godfrey Time—Variety
5 Ding Dong School—For Kids
9 Your Figure Ladies—Exercises

9:30 5 Animal Playtime—Kids' Fun
7 "Senor Jim"
MOVIE—Stars Conway Tearle.
9 Clete Roberts World Report

9:45 9 Earl Nightingale Program

10:00 4 News At Ten—Commentary
5 Ask Washington—News Panel
7 Beulah Karney Presents—Tips
Beulah has English visitors who celebrate St. George's Day, and feature ballet.
9 A To Z Of Cookery—Recipes
"Recovery Program."

10:05 4 There's One In Every Family

10:30 4 Strike It Rich—Quiz Game
Guest, singer Mary Meade
5 Mrs. U.S.A.—Film Short
(Or UN General Assembly Meeting)
7 Let's Exercise With Ed Allen
Trudy Dyer and Ed weigh in.

10:50 7 Your Weather—Wayne Griffin

10:55 7 News With Ulmer Turner

11:00 4 Bride & Groom—TV Wedding
5 Creative Cookery—F. Pope
Red devil's food cake muffins and quick glossy chocolate icing; veal patties farci (stuffed veal hamburgers) and tomato sauce.
7 Breakfast With Danny O'Neil
Informal variety with Danny and guests; pianist Chet Roble.

11:00 9 "Laughing At Danger"
MOVIE—A beauty salon page turns amateur detective and trails a blackmail group. Frankie Darro, Joy Hodges & Mantan Moreland.

11:15 4 Love Of Life—Continued Tale
Van withholds Alex Crown's secret.

11:30 4 Search For Tomorrow—Drama
A police call is sent out.

11:45 4 Guiding Light—Serial Story
Bill tells Papa Bauer of his business troubles.

11:55 7 News With Ulmer Turner

12:00 4 Luncheon With Billy—Musical
5 Noontime Comics—John Coons
7 Happy Pirates—Kids' Fun
9 Hi Ladies—Jack Payne MC
Jackie Van, Mike Douglas, the Starnoters and guest, Paul Angle, head of the Chicago Historical Society.

12:25 4 Lee Phillip & Midday News
Information and hints for the ladies.

12:30 4 Garry Moore Show—Variety
Durward Kirby impersonates an Italian chef. Denise Lor models spring hats and fashions designed by John Frederic, and sings "Why Was I Born." Ken Carson sings "Wild Horses."
5 Bob & Kay Show—Variety
7 Time For Fun—Nick Francis

12:45 9 Travelers Sketchbook—Film

12:55 7 News With Ulmer Turner

1:00 4 Double Or Nothing—Quiz
5 "When Lightning Strikes"
MOVIE—Stars Alice Dahl & Bill Desmond.
7 All About Baby—Ruth Crowley
9 Sewing Circle—Tips

1:15 7 "Hue And Cry"
MOVIE—Group of boys in hide and seek with adult criminals. Alistair Sim, Valorie White, Jack Warner.

1:30 4 Art Linkletter's House Party
"What's In The House" game.
9 "Singing Pipes"—Film Drama

2:00 4 Big Pay Off—Quiz Show
Randy Merriman & Bess Myerson
5 Break the Bank—Quiz Game
9 Paul Dixon Show—Variety

2:25 7 News With Ulmer Turner

2:30 4 Eddie Albert Show—Variety
5 Welcome Travelers—Chats
7 "Wind Jammer"
MOVIE—Romance and action on the Pacific. George O'Brien, William Hall.

3:00 4 Shopping With O'Riley

Apr. 27 Monday

3:00 5 **Kate Smith Hour**—Variety
The Dunhills, dance trio; dramatic sketch with John Newland; "Cracker Barrel" interview; and Kate and the band in an informal musicale.
9 **"Streets Of New York"**
MOVIE—Gangsters try to knock a young newsstand owner out of business. Jackie Cooper, Sidney Miller & Dick Purcell.

3:15 4 **"Scattergood Meets Broadway"**
MOVIE—A young man goes to New York to help a friend produce a play and becomes involved with crooked producers. Guy Kibbee & Mildred Coles.

3:55 7 **News With Ulmer Turner**

4:00 5 **Hawkins Falls**—Drama
Two people seek an office & one seeks a job.
7 **Lucky 7 Ranch**—Western Film
"Fugitive Of The Plains."

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose & Friend**
Garfield gets a lesson on how to use his phone.
5 **Howdy Doody Show**—Puppet

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Fantasy
7 **Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoons.
9 **Time For Beany**—Puppet Fun

5:15 9 **Talent Time**—Variety Show
Linn Burton emcees musical program.

5:30 4 **Silhouettes Of The West**—Talks
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Hurricane Express" chapter 4.
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **City Where I Live**—Talk
Len O'Connor comments.
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest, Mrs. Rhoda Pritzker, official in the Association For Family Living.
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures

6:10 7 **Sports Highlights**—Jack Drees
Baseball scores, important event of the day, & interviews.

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **To be announced**

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Monday Apr. 27

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

6:30 7 Hollywood Screen Test—Drama
Phyllis Kirk stars in "The Poe Letter," drama of a widowed mother and her daughter who place their hopes in a collection of rare literary works. Candidates are Frances Fuller & Kendall Clark.

9 Spencer Allen & The News

6:45 4 Perry Como Show—Musical
Como & Chorus sing "My One & Only Heart," Como does "Pretend," Fontanes sing "Hello Sunshine, Goodbye Rain," Perry & guest Sally Sweetland do "Summertime."

5 News Caravan—Swayze

9 Chicagoland Newsreel

7:00 4 BURNS & ALLEN—Comedy
A harmless gossip gabfest with the cleaning woman winds up in a mad whirl of confusion and a battery of black eyes.

5 PAUL WINCHELL SHOW
Variety with dancers Diane Sinclair & Ken Spaulding.

7 HOMICIDE SQUAD—Mystery
"The Case Of The Fatal Ruby." Inspector Saber tangles with murdering gem thieves.

9 HOW'S YOUR HEALTH?—Talks
"Blocked Ears," will be discussed by Dr. Fletcher Austin, attending ololaryngologist, Passavant Hospital, and Dr. Theodore Van Dellen.

7:30 4 GODFREY'S TALENT SCOUTS
Professional talent competes.

5 VOICE OF FIRESTONE—Music
Guest singers George London & Dorothy Warenskjold sing "La Ci Darem La Mano" from Don Giovanni by Mozart, and medley of "I'm Falling In Love With Someone," and "Ah, Sweet Mystery of Life" from Naughty Marietta by Herbert. Miss Warenskjold sings "Romance" from the Desert Song and "It's a Grand Night for Singing." London's solos are "The Girl That I Marry" and "Blow the Man Down." Orchestra plays "Lady of Spain" & "Hungarian Dance No. 1."

7:30 7 "PUBLIC OPINION"
MOVIE—A man is jealous of his wife's career as an opera star and their marriage breaks up. Lois Wilson, Crane Wilbur, Shirley Grey & Louise Alberni.

9 EASYCHAIR ADVENTURES
"Follies Parisienne"

8:00 4 I LOVE LUCY—Comedy Drama
"Lucy Hires a Maid" and gets a domineering woman who kicks up a rumpus in the Ricardo household.

5 EYE WITNESS—Drama
"Burial Plot." As part of a carnival act a man is buried alive, but when his oxygen supply is tampered with, he meets an unexpected end. Stars James Gregory, Robert Dryden & Jim Milhollin.

9 BIG IDEA—New Inventions
Neil Hamilton will demonstrate his safety device for bicycles. A self-constructed reflecting telescope, a mechanical mailing device, and a bridal train spread.

8:30 4 RED BUTTONS SHOW—Antics
Comedy with Pat Carroll, Joe Silver, Allan Walker, Beverly Dennis and guest: Evelyn Knight.

5 ROBERT MONTGOMERY
"Summer Tempest" with Geraldine Fitzgerald; a war widow must choose between the past & a new life in the present.

7 BOXING FROM RAINBO

9 BOXING—EASTERN PKWY.
Willie Pep with 181 wins, 5 losses and 1 draw vs Sal DiGuardia, 15 victories and 5 defeats. Ted Husing announces.

9:00 4 STUDIO ONE—Drama
"Along Came a Spider." To escape the police, a man enlists the aid of an attractive young woman and uses her apartment as a hideout.

9:30 5 WHO SAID THAT?—Quiz
Moderator Walter Kiernan with anchorman Frank Conniff, and guests,

9:45 9 SPORTS PAGE—Events
Arch Ward & Red Grange.

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Apr. 27 Monday

10:00 4 **VIC PERRY**—Interviews
5 **WEATHERMAN**—Clint Youle
7 **LIFE OF RILEY**—Comedy Antics
William Bendix in "Riley's Business Venture."
9 **"DANGEROUS MILLIONS"**
MOVIE—(1st showing) A group of murderous relatives try to claim the fortune of an allegedly dead shipping tycoon. Kent Taylor, Dona Drake, Tala Birell & Leonard Strong. *Sponsored by Mages Sporting Goods.*

10:10 5 **DORSEY CONNORS**—Ideas
Dorsey discusses "Patching Different Types of Material."

10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & THE NEWS**

10:25 4 **CHGO. WEATHER**—Russ Reed

10:30 4 **CHGO. AT NIGHT**—Chats
5 **LET'S LOOK AT SPORTS**—News
7 **DR. FIXUM**—Household Ideas

10:45 4 **OUR SONG**—Musical Variety
5 **HERBIE MINTZ SHOW**—Musical

11:00 4 **KUP'S TV COLUMN**-Interviews
5 **"BOY'S REFORMATORY"**
MOVIE—A young boy takes the blame for his foster brother's crime to save his mother's faith in her son. Frankie Darro, Grant Withers, David Durand.
7 **NEWS WITH ULMER TURNER**

11:10 7 **"THE GUV'NOR"**
MOVIE—Story of a gentle French tramp with a hatred of money and indoor shelter. George Arliss, Gene Gerrard.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**
"Important Witness," with Noel Francis & Noel Madison.
9 **NEWS**—Les Nichols Comments

12:00 4 **GOOD INTENTIONS**

12:30 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

DO YOU KNOW THESE TV KIDS?

Answers to quiz on page A-8.

1. b 2. a 3. a 4. a 5. c

Score 20 points for each correct answer. Here's your "T. Q." —Television Quotient: 80-100, superior; 60-80, excellent; 40-60, good; 20 or 0, old age is creeping up, stay young with the youngsters.

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Tuesday Apr. 28

	WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

6:45 5 **Town & Farm**—Discussion

7:00 5 **Today**—News & Commentary

9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—Nursery
9 **Your Figure Ladies**—Fogarty '

9:30 5 **Animal Playtime**—Kid's Fun
Win Stracke with games
7 **"Devil's Playground"**
MOVIE—Hoppy must outsmart everyone including the sheriff in order to corral a gang of cutthroats. William Boyd, Andy Clyde & Rand Brooks.
9 **Clete Roberts World Report**

9:45 9 **Earl Nightingale Program**

10:00 4 **News At Ten**—Late Report
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
Make it easy for children to obey.
9 **A To Z Of Cookery**—Recipes
"Light and Airy"

10:05 4 **There's One In Every Family**

10:30 4 **Strike It Rich**—Quiz
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
Ed shows double chin exercises.

10:50 7 **Your Weather**—Wayne Griffin

10:55 7 **News With Ulmer Turner**

11:00 4 **Bride & Groom**—TV Wedding
5 **Creative Cookery**—Recipes
Veal scallops Braunschweiger with topping, and combination cheese cake.
7 **Breakfast With Danny O'Neil**
9 **"You're Out Of Luck"**
MOVIE—A young boy and his detective brother set out to solve gang murders. Frankie Darro, Mantan Moreland & Kay Sutton.

11:15 4 **Love Of Life**—Serial Story
The party begins.

11:30 4 **Search For Tomorrow**—Serial
Irene finds that "burning your bridges" is more than just a proverb.

11:45 4 **Guiding Light**—Drama Serial
Meta and Joe are drawn closer to little Tim.

11:55 7 **News With Ulmer Turner**

12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—Kiddie Fun
7 **Happy Pirates**—Two Ton Baker
9 **Hi Ladies**—Interview Fun
Emcee Jack Payne with Jackie Van, Mike Douglas and the Starnoters, and guest, Joyce Stern, high school entertainer.

12:25 4 **Lee Phillip & Midday News**

12:30 4 **Garry Moore Show**—Variety
Guest, Robert Clary. Garry and the cast do a take-off on the New Yorker vignettes of local happenings. Denise Lor sings "The Breeze Has Blown My Honey Back To Me."
5 **Bob & Kay Show**—Interviews
7 **Time For Fun**—Kids' Show

12:45 9 **Baseball With the Girls**
Jack Brickhouse interviews wives of the baseball players and feminine fans.

12:55 7 **News With Ulmer Turner**

1:00 4 **Freedom Rings**—Quiz Game
Audience participation quiz with John Beal as emcee.
5 **"Loud Speaker"**
MOVIE—Love helps a radio star turn lost success into a new triumph. Ray Walker & Jacqueline Wells.
7 **All About Baby**—Ruth Crowley
9 **Batting Practice**—Warm Up

1:10 9 **Lead Off Man**—Vince Lloyd

1:15 7 **"Cottage To Let"**
MOVIE—Drama of espionage in an English village. Leslie Banks, Jeanne de Casalis.

1:30 4 **Art Linkletter's House Party**
Guest, Perc Westmore, makeup artist.
9 **Baseball**—Sox vs Washington

2:00 4 **Big Payoff**—Quiz For Men
5 **Break The Bank**—Bud Collyer

2:25 7 **News With Ulmer Turner**

2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"Pride Of The Legion"**
MOVIE—Gripping story of a policeman's brave fight to regain his iron nerve after it has been shattered. Victor Jory, Sally Blaine.

3:00 4 **Shopping With O'Riley**
5 **Kate Smith Hour**—Variety
Teen-age panel with college editors; capsule musical comedy with the Kateds, the Katydids and Kate Smith. Guest, Marshall Izen, impressionist and hand puppeteer.

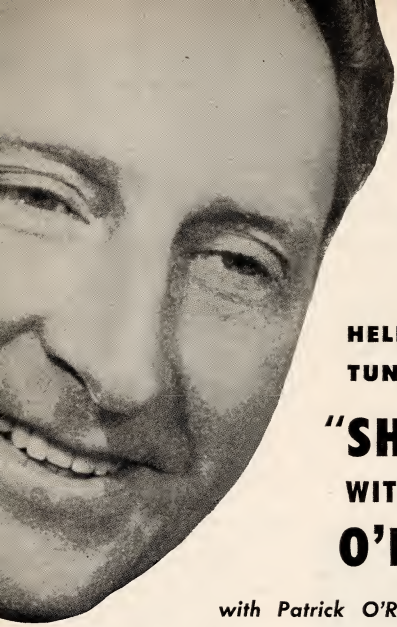
3:15 4 **"Tomorrow The World"**
MOVIE—A German boy, poisoned with Nazi propaganda, lies, cheats, steals and finally attempts to kill, all in the name of the Fuehrer. Fredric March, Betty Field & Agnes Moorehead.

3:45 9 **Tenth Inning**—Interviews

3:55 7 **News With Ulmer Turner**

4:00 5 **Hawkins Falls**—Dramatic Tale
Turnabout—a foe becomes a friend.
7 **Lucky 7 Ranch**—Western Film
"The Kid Rides Again."

(Continued on page A-30)



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Tuesday Apr. 28

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

4:00 9 **"Heroes Of The Hills"**
MOVIE—A contracting firm sets out to wreck the experiment of allowing prisoners to work on a ranch instead of wasting their years in prison. Robert Livingston, Ray Corrigan, Max Terhune & Priscilla Lawson. .

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose And Friend**
An outdoor grill is the King's latest project.

5 **Howdy Doody Show**—Puppets

5:00 4 **Kids Karnival Kwiz**—Games

5 **Elmer, The Elephant**—For Kids

7 **Laugh Time**—Film Shorts

9 **Time For Beany**—Kiddie Fun

5:15 9 **Talent Time**—Linn Burton

5:30 4 **Silhouettes Of The West**—Music

5 **Industry On Parade**—Film

7 **Adv. Time With Bob Atcher**
"Hurricane Express" ch. 5.

9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed

5 **City Where I Live**—Talk

9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest, Leonard Solomon, wine maker.

5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson

5 **Joe Wilson's Sports Corner**

7 **Austin Kiplinger & The News**

9 **Captain Video**—Adventures

6:10 7 **Sports Highlights**—Jack Drees

6:15 4 **News With Fahey Flynn**

5 **Short, Short Drama**—Film

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards

5 **Dinah Shore Show**—Musical
Dinah welcomes Nashville, Tennessee to the network and goes to a senior prom, singing "Tennessee Waltz" and "Dear Hearts and Gentle People."

7 **Beulah Show**—Comedy Skits
"Health Hysteria Hits Henderson Household." When a cold epidemic strikes town, Harry enforces a strict regime on his household.

9 **Spencer Allen & The News**

6:45 4 **Jane Froman's U.S.A. Canteen**
Jane sings "When the Red Red Robin Comes Bob Bob Bobbin' Along," "Coffee In The Morning."

5 **News Caravan**—John Swayze

9 **Chicagoland Newsreel**—News

7:00 4 **MOVIE**—Title To Be Announced

5 **STAR THEATER**—Comedy
Milton Berle with guests, Robert Cummings, Wally Cox and Lisa Kirk. *Sponsored by Texaco.*

7:00 7 **"TOPPER TAKES A TRIP"**
MOVIE—In order to gain entrance to the spirit world, a beautiful girl must perform a good deed, and she picks on a meek banker, landing him in the divorce court. Constance Bennett, Roland Young, Billie Burke, Alan Mowbray.

9 **LIFE IS WORTH LIVING**

7:30 4 **KOVACS UNLIMITED**—Comedy
Ernie Kovacs & Dorothy Richards with variety & comedy skits

9 **PRESS CONFERENCE**—Talks
Discussion on current events.

8:00 4 **CRIME SYNDICATED**—Drama

5 **FIRESIDE THEATER**—Drama
"The Pemberton Boy." A little boy, constantly in scrapes, conspires with his aunt to defeat the lad's father who intends to send him to boarding school. Stars David Stollery, Robert Shayne, Sheila Bromley & John Call.

7 **"SARUMBA"**
MOVIE—Stars Doris Dowling, Michael Whalen & Tommy Wonder.

9 **WHERE WAS I?**—Photo Quiz
Moderator John Reed King with panel: Nancy Guild, Samuel Grafton, Bill Cullen, Elsa Maxwell, & guest

8:30 4 **SUSPENSE**—Drama
Foreign agents posing as business men engage in high intrigue in an effort to smuggle vital machinery to their country in "F.O.B. Vienna."

5 **CIRCLE THEATER**—Drama
"On The Beat," with Donald Richards, Dennis Harrison & Ann Hilary. A young girl, loved by a matinee idol and a policeman, makes the difficult decision that will determine her marriage and her future happiness.

9 **WISDOM OF THE AGES**—Panel
Jack Barry emcees panel

9:00 4 **DANGER**—Mystery Drama
"Sing For Your Life," with Johnny Desmond. A nightclub singer is approached by a girl to send a message to her runaway sister on one of his broadcasts.

5 **TWO FOR THE MONEY**—Quiz
Comedy game with Herb Shriner

9 **48TH STREET THEATER**—Drama
"The Substance Of His House" with Jimmy Hickman & Lillian Albertson. An old woman defends a thief, claiming him as her son.

9:30 4 **THE UNEXPECTED**—Drama
A woman, a man who is the double of her first husband, and their plot for wealth involves murder, mistaken identity, and a "Calculated Risk."

Apr. 28 Tuesday

9:30 5 CLUB EMBASSY—Musical
A tribute to Vincent Youmans. Mindy Carson & quartet sing "Sometimes I'm Happy," & "Time On My Hands," Florian Zabach does a song from "Flying Down To Rio." Also: medley of "Rise & Shine," "More Than You Know," "Tea For Two," & "Hallelujah."

7 NAME'S THE SAME—Panel
Robert Q. Lewis introduces contestants for panel to name.

9 DOUG. FAIRBANKS JR.—Film

9:45 5 BOB CONSIDINE—News Views

10:00 4 VIC PERRY—Man On The Street

5 WEATHERMAN—Clint Youle

7 NEWS—Austin Kiplinger

9 "$1,000 A MINUTE"
MOVIE—About a penniless newspaper reporter who finds that his agreement with two millionaires to spend a large amount of money in twelve hours is much more difficult than it sounds. Roger Pryor & Leila Hyams.

10:10 5 DORSEY CONNORS—Ideas
Dorsey explains why "A Hanky Is a Useful Object."

10:15 4 HARRINGTON ON SPORTS

5 CLIFTON UTLEY & THE NEWS

7 SPORTS SHOW—Jack Drees

10:25 4 CHGO. WEATHER—Russ Reed

7 YOUR WEATHER—W. Griffin

10:30 4 CHGO. AT NIGHT—Chuck Bill

5 LET'S LOOK AT SPORTS—News
Tom Duggan discusses what's new in the sports world

7 HEART OF THE CITY—Film

10:45 4 OUR SONG—Favorite Tunes

5 HERBIE MINTZ SHOW—Musical

11:00 4 KUP'S TV COLUMN—Chats

5 HARNESS RACING-Maywood
Tom Duggan announces.

7 NEWS WITH ULMER TURNER

11:10 7 "EAST MEETS WEST"
MOVIE—Story of conflict between two imaginary countries. George Arliss, Romney Brent, Lucie Mannheim.

11:15 4 11:15 EDITION—Fahey Flynn

11:30 4 MURDER BEFORE MIDNIGHT

9 NEWS—Les Nichols Comments

12:00 4 "GOIN' TO TOWN"
MOVIE—Lum and Abner are the victims of a practical joke, perpetrated by a visiting oil promoter. Chester Lauck, Norris Goff & Barbara Hale.

12:30 7 NEWS WITH ULMER TURNER

1:20 4 LATE WORLD NEWS

(Stations reserve the right to change above listings without notice)

TUNE IN TUESDAYS
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THE NEW COPY OF... TV GUIDE
IS ON SALE WEDNESDAY
Read about
▶ EVE ARDEN (Our Miss Brooks)
▶ The return of TED MACK
▶ DICK TRACY'S TV Inventions
Many other features and pictures!

BACKSTAGE DIARY

STUDS TERKEL and **Chet Roble** who have hot and heavy baseball arguments over the respective merits of the **Cubs** and **Sox**, are readying a sports show called "Joe Fan." Idea is, the two sit around and rehash the day's doings in sports like a couple of guys at your local tavern might. . . . WGN-TV has kicked off a baseball wives' interview segment with **Jack Brickhouse.** Stanza follows the ball games from **Comiskey Park** and **Wrigley Field.** . . . The **Jim Moran Cancer Telethon** this Friday figures to draw every available show biz star in the vicinity. The 3½ hour fund raiser hopes to beat last year's total of $21,000, and the prospects are bright. Show will last until at least 1:30 a.m., so even the regular "Friday-night outers" can catch much of it.

TERKEL

Plans to expedite the Chicago area educational channel 11 are rolling along. The fund raising has begun and chairman **Edward L. Ryerson** has set $800,000 as the goal. . . . Add admirable feats: Ken Nordine's downright fluff-less handling of readings on **Faces in the Window.** Some of that **Edgar Allan Poeish** material would throw the diction boy himself, **Milton Cross.** . . . Although weight woes trouble **Trudy Dyer** as most women, she can slim as easily as a bettor's bankroll. **Trudy** now "sveltes" on **Ed Allen's** figure show.

"**Curtain Time**" is improving. Now if some doctor—or magician—could cure those lightweight scripts. . . . **Fahey Flynn** doing a crack job as Chi's most recent news commentator. . . . Gal swoon bait, **Liberace,** will be in the Windy City next month. A two week engagement at the Edgewater Beach Hotel beginning May 29.

Wednesday Apr. 29

6:45 5 **Town And Farm**—Discussion
7:00 5 **Today**—News & Comments
9:00 4 **Arthur Godfrey Time**—Musical
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Fogarty
9:30 5 **Animal Playtime**—Kid's Show
Win Stracke with games for kids
7 **"Sinister Hand"**
MOVIE—Mystery with Mischa Auer & Phyllis Barrington.
9 **Clete Roberts World Report**
9:45 9 **Earl Nightingale Program**
10:00 4 **News At Ten**—Information
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
"Meal Of The Week," with budget recipes for orange pudding and Beulah's special stuffed veal.
9 **A To Z Of Cookery**—Recipes
"Smelt Run."
10:05 4 **There's One In Every Family**
10:30 4 **Strike It Rich**—Warren Hull
Guest, actress Diana Herbert.
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
Ed demonstrates calf trimming exercises.
10:50 7 **Your Weather**—Wayne Griffin
10:55 7 **News With Ulmer Turner**
11:00 4 **Bride & Groom**—TV Wedding
5 **Creative Cookery**—Recipes
Chicken kiev, cream of tomato soup and lobster tail bisque a la Capetown.
7 **Breakfast With Danny O'Neil**
9 **"On The Spot"**
MOVIE—A soda jerk gets in a mess when a gangster is killed in a country drug store. Frankie Darro, Mantan Moreland & Robert Warwick.
11:15 4 **Love Of Life**—Serial Story
Vanessa receives a disturbing phone call.
11:30 4 **Search For Tomorrow**—Drama
In this case no news in not good news.
11:45 4 **Guiding Light**—Serial Story
Dick is not sure who is the father of Kathy's child.
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—John Coons
7 **Happy Pirates**—Fun For Kids
Film cartoons and fun for boys & girls with the antics of Bubbles, the porpoise & Squawky the Parrot
9 **Hi Ladies**—Jack Payne
Special guest, screen star Betty Hutton.
12:25 4 **Lee Phillip & Midday News**
Hints for housewives, with pictures and demonstrations.

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

12:30 **4** **Garry Moore Show**—Comedy
Garry salutes National Bank Week. George Burton brings his famous birds to perform. Denise Lor and Ken Carson sing "Lovely Weather For Ducks" and "My One and Only Highland Fling."

5 **Bob & Kay Show**—Interviews

7 **Time For Fun**—Nick Francis

12:45 **9** **Baseball With The Girls**
Jack Brickhouse interviews the ladies.

12:55 **7** **News With Ulmer Turner**

1:00 **4** **Double Or Nothing**—Quiz

5 **"Monte Carlo Nights"**
MOVIE—Stars Mary Brian & John Darrow.

7 **All About Baby**—Discussion
Nurse Ruth Crowley with guest, Mildred R. Jackson, attending pediatrician at Illinois Masonic Hospital.

9 **Batting Practice**—H. Creighton

1:10 **9** **Lead Off Man**—Vince Lloyd

1:15 **7** **"Calendar"**
MOVIE—Drama built around racing for the Coronation Cup and the Ascot Gold Cup. Greta Gynt, John McCallum.

1:30 **4** **Art Linkletter's House Party**
Guests, skater Donna Atwood and her twin sons.

9 **Baseball**—Sox vs Washington
Jack Brickhouse announces.

2:00 **4** **Big Payoff**—Quiz For Men

5 **Break The Bank**—Quiz Show
Bud Collyer, Wynn Elliott & Janice Gilbert

2:25 **7** **News With Ulmer Turner**

2:30 **4** **Eddie Albert Show**—Variety

5 **Welcome Travelers**—Chats

7 **"Yellow Cargo"**
MOVIE—Undercover agent sets out to round up gang of smugglers operating as a bogus motion picture company. Conrad Nagel, Eleanor Hunt, Jack LaRue.

3:00 **4** **Shopping With O'Riley**

5 **Kate Smith Hour**—Musical
Buster Shaver and Olive, comedy dance team; Story Princess Aline Dalton; the Deep River Boys; and Kate and the band in an informal musicale.

3:15 **4** **"Girl Who Forgot"**
MOVIE—A young girl, trying to catch up with her vacationing parents, suddenly finds herself on a train without luggage and without a memory. Ralph Michael.

3:45 **9** **Tenth Inning**—Interviews

3:55 **7** **News With Ulmer Turner**

4:00 **5** **Hawkins Falls**—Sm. Town Tale
Lona Drewer concludes two business deals, much to her own surprise.

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DON D'ARCY—Astonishing Analyzer
In Person—NORM SHERR—NBC-CBS Pianist
In Person—JANIE O'BRIEN—Cute, dynamic

Kitty Kallen, who has guest-starred on virtually every top notch TV show on the major networks, currently stars in the Palmer House Empire Room show. With the lovely singer, is the comedy dancing of Johnnie Bachemin, the juggling of Miss Loni and a special added attraction in the New Orleans music of Sharkey and the Kings of Dixieland. Eddie O'Neal and his orchestra return from a national tour to provide music for this show and dancing.

—Adv.

Wednesday Apr. 29

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

4:00 7 **Lucky 7 Ranch**—Western Film
"Trail's End."
9 **"Saddle Serenade"**
MOVIE—Western adventure story.
4:15 5 **Gabby Hayes Show**—Tall Tales
4:30 4 **Garfield Goose And Friend**
Garfield gets a letter from a loyal subject about a "boy goose" named Goldilocks.
5 **Howdy Doody Show**—Puppets
4:45 7 **Rootie Kazootie**—Puppet Fun
5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Movie
7 **Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoon.
9 **Time For Beany**—Puppet Fun
5:15 9 **Talent Time**—Musical
Linn Burton emcees variety show.
5:30 4 **Silhouettes Of The West**—Film
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Hurricane Express" ch. 6.
9 **Robert F. Hurleigh**—News
5:45 4 **Chgo. Weather**—Russ Reed
5 **City Where I Live**—Talk
Len O'Connor comments.
9 **Sports Review**—Brickhouse
5:50 4 **Guest Star**—Carmelita Pope
Guest, Rev. David H. Cole, director of the Citizens' March On Crime.
5 **Clifton Utley And The News**
6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
6:10 7 **Sports Highlights**—Jack Drees
Important event of the day.
6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel
6:25 7 **Your Weather**—Wayne Griffin
6:30 4 **CBS News**—Douglas Edwards
5 **Eddie Fisher Show**—Musical
Don Ameche is your host.
7 **Date With Judy**—Comedy
"Mother's Rest Cure." The family decides to give Mother a vacation at home.
9 **Spencer Allen And The News**
6:45 4 **Perry Como Show**—Musical
Como & Chorus do "Kaw-Liga," Como sings "Song From Moulin Rouge," Fontanes do "Donkey Serenade," Como & Chorus, "Sleepytime Down South."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data
7:00 4 **ARTHUR GODFREY & FRIENDS**
Musical variety with Arthur, Frank Parker, Marion Marlowe, Julius La Rosa, Janette Davis, Haleloke, the Mariners, and the Maguire Sisters.

7:00 5 **I MARRIED JOAN**—Comedy
Joan Davis makes a gigantic hole out of a small crack in the ceiling, and winds up in a mess of plaster.
7 **CHARLIE CHASE TIME**—Film
9 **"WILDCAT"**
MOVIE—An oil strike in Texas brings people from every corner of the land to drill for "black gold." Richard Arlen, Arline Judge & William Frawley.
7:30 5 **CAVALCADE OF AMERICA**
"Night Strike," with Glenn Langan & Richard Garrick. Story of how John Paul Jones, during the American Revolution, raided the coast of England, the only invasion since 1066.
7 **STU ERWIN SHOW**—Comedy
8:00 4 **STRIKE IT RICH**—Quiz Contest
Warren Hull is emcee with guest
5 **KRAFT THEATER**—Drama
"The Curious Savage" by John Patrick. An elderly lady inherits five million dollars from her husband and invests it in a teddy bear factory. Her children believe her insane and try to have her committed to an institution.
7 **CARUSO'S CRONIES**—Musical
Comic opera with the singing lineup from Ray Caruso's theater-restaurant in Chicago.
9 **FRONT PAGE DETECTIVE**
Edmund Lowe as David Chase, newspaperman, in "Death Of a Hero." A young boy is taught that it takes a lot more than a gun to make a real hero.
8:30 4 **MAN AGAINST CRIME**—Drama
"Karen." A beautiful woman tries to induce Mike Barnett to help her murder her husband and share his insurance.
7 **WRESTLING FROM RAINBO**
Wayne Griffin describes the matches
9 **THROUGH THE CAMERA EYE**
Ernie Simon emcees a photography contest.
9:00 4 **BLUE RIBBON BOUTS**—Boxing
Chuck Davey of Detroit, 37 victories, 1 loss and 2 draws, vs Sammy Guiliani of Stamford, Conn., 28 wins, 7 defeats and 1 draw in 10 round welterweight bout. Russ Hodges announcing from Detroit Olympia.
5 **THIS IS YOUR LIFE**—Tale
Ralph Edwards is your host
9 **OLD AMERICAN BARN DANCE**
Musical variety film shorts emceed by Bill Bailey with well-known western stars

Apr. 29 Wednesday

9:30 5 **CURTAIN TIME**—Drama
"Marriage of Inconvenience" by David E. Durstine. A problem of free enterprise is solved by a young woman's ingenuity in combatting the male ego.
9 **LIBERACE SHOW**—Musical
A variety of selections is played.
9:45 4 **SPORTS SPOT**—Review
10:00 4 **VIC PERRY**—Man On The Street
5 **WEATHERMAN**—Clint Youle
7 **FOREIGN INTRIGUE**—Drama
"The Villardo." Bob Cannon accepts an invitation to a noble Spanish house to get a story, but finds his headline written in poison.
9 **"MILLION DOLLAR WEEKEND"**
MOVIE—Stock exchange broker skips town with a million dollars but meets a blackmailer on the way. Gene Raymond & Stephanie Paull.
10:10 5 **DORSEY CONNORS**—New Tips
Dorsey discusses the care of children's bicycles.
10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & THE NEWS**
10:25 4 **CHGO. WEATHER**—Russ Reed
10:30 4 **CHGO. AT NIGHT**—Chuck Bill
5 **LET'S LOOK AT SPORTS**—News
7 **THIS IS CHARLES LAUGHTON**
10:45 4 **OUR SONG**—Favorite Tunes
Carolyn Gilbert & Danny O'Neil
5 **HERBIE MINTZ SHOW**—Musical
7 **COMEDY CAMEO**—Film Short
"The Cure," with Charlie Chaplin in comedy about a rest home for drunks.
11:00 4 **KUP'S TV COLUMN**—Chats
5 **"LAST WILDERNESS"**
MOVIE—Howard Hill, champion archer, with Dean Jagger.
7 **NEWS WITH ULMER TURNER**
11:10 7 **"MY BROTHER'S KEEPER"**
MOVIE—Crime melodrama about a relentless manhunt for a ruthless criminal and his unwilling partner. Jack Warner, Jane Hylton, George Cole.
11:15 4 **11:15 EDITION**—Fahey Flynn
11:30 4 **MURDER BEFORE MIDNIGHT**
"The Intruder," with Monte Blue & Lila Lee. Diamond smuggling and murder haunt a pleasure cruise.
9 **NEWS**—Les Nichols Comments
12:00 4 **"SCATTERGOOD PULLS THE STRINGS"**
MOVIE—Scattergood takes a personal interest in the career and romance of a young inventor to get him on the road to prosperity. Guy Kibbee, Susan Peters & Monte Blue.
1:20 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

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WEDNESDAYS 8:30 P.M.

Amateur Photo Contest
Learn Professional Photog Tricks
Guest Professional Photographer

WGN-TV CHANNEL 9

Among TV's more zany experiences is the occasional "Comedy Hour" foray of Abbott and Costello. Here Bud Abbott, the level-headed partner, prepares to shake some sense into Costello's clogged cranium. Odds are against his succeeding. The comedians are periodic visitors to NBC's Sunday night lineup.

Apr. 30 Thursday

6:45 5 **Town & Farm**-Everett Mitchell
7:00 5 **Today**—News, Reviews
9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Fogarty
9:30 5 **Animal Playtime**—Win Stracke
7 **"Sea Devils"**
MOVIE—Chief mate in the coast guard resents the efforts of a hard-fisted seaman to win the hand of his daughter. Victor McLaglen, Preston Foster, & Ida Lupino.
9 **Clete Roberts World Report**
9:45 9 **Earl Nightingale Program**
10:00 4 **News At Ten**—Report
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
Pantry party: guests raid the pantry, planning their own meal.
9 **A To Z Of Cookery**—Recipes
"On A Jiffy."
10:05 4 **There's One In Every Family**
10:15 4 **Bill Cullen Show**—Musical
10:30 4 **Strike It Rich**—Warren Hull
5 **Mrs. U.S.A.**—Talks
(Or U.N. General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
10:50 7 **Your Weather**—Wayne Griffin
10:55 7 **News With Ulmer Turner**
11:00 4 **Bride & Groom**—TV Wedding
5 **Creative Cookery**—Recipes
Veal birds bordelaise and angel lemon custard torte.
7 **Breakfast With Danny O'Neil**
9 **"Swing Hostess"**
MOVIE—Story of a farm girl's efforts to crash show business. Martha Tilton & Iris Adrian.
11:15 4 **Love Of Life**—Serial Story
A laugh and a pat on the head can cover a multitude of sins & sorrows.
11:30 4 **Search For Tomorrow**—Serial
The searchers have not found the small out-of-the-way motel.
11:45 4 **Guiding Light**—Serial Tale
Kathy wonders what to tell Dick.
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Music
Billy Leach is your host
5 **Noontime Comics**—Film & Talk
7 **Happy Pirates**—Kids' Fun
Songs and cartoons to entertain the kiddies, with "Two Ton" Baker.
9 **Hi Ladies**—Interviews
12:25 4 **Midday News**—Late Report
12:30 4 **Garry Moore Show**—Variety
Durward Kirby as Doctor Beebe gives advice to housewives on how to have their husbands live longer. Denise Lor sings "He's Going Away" and Robert Clary sings "Alouette."
12:30 5 **Bob & Kay Show**—Surprises
7 **Time For Fun**—Kids' Show
Nick Francis with Bobo
12:45 9 **Baseball With The Girls**
12:55 7 **News With Ulmer Turner**
1:00 4 **Freedom Rings**—Comedy Quiz
John Beal & Alice Ghostly emcee audience participation quiz.
5 **"Flirting With Danger"**
MOVIE—Stars William Cagney & Edgar Kennedy.
7 **All About Baby**—Ruth Crowley
9 **Batting Practice**—Creighton
1:10 9 **Lead Off Man**—Vince Lloyd
1:15 7 **"Root Of All Evil"**
MOVIE—A jilted girl turns on the world and decides to go about getting what she wants, no matter who she hurts. Michael Rennie & Phyllis Calvert.
1:30 4 **Art Linkletter's House Party**
Guest, Jerry Colonna.
9 **Baseball**—Sox vs New York
Jack Brickhouse & Harry Creighton announce the game.
2:00 4 **Big Payoff**—Quiz For Men
5 **Break The Bank**—Bud Collyer
2:25 7 **News With Ulmer Turner**
2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"His Double Life"**
MOVIE—Valet of a shy and artistic gentleman dies and is buried in Westminster Abbey under his master's name; master decides to live as the deceased valet. Roland Young, Lillian Gish, Montague Love.
3:00 4 **Shopping With O'Riley**
Patrick O'Riley and Lee Phillip.
5 **Kate Smith Hour**—Guest Stars
Andre Eglevsky and Melissa Hayden; and talent showcase.
3:15 4 **"Twilight Hour"**
MOVIE — Mystery involving the broken, tangled life of a war hero bereft of his memory. Mervyn Johns, Basil Radford & Leslie Brooks.
3:45 9 **Tenth Inning**—Interviews
3:55 7 **News With Ulmer Turner**
4:00 5 **Hawkins Falls**—Serial Story
A visitor in the night changes the future of the *Journal*.
7 **Lucky 7 Ranch**—Western Film
"Wild Horse Rustlers."
9 **"Border Bandits"**
MOVIE—U. S. Marshal tracks down outlaws in an unusual manner. Johnny Mack Brown, Raymond Hatton & Riley Hill.
4:15 5 **Gabby Hayes Show**—Tall Tales
4:30 4 **Garfield Goose & Friend**
The King shows "friend Frazier" how to build a music box.
5 **Howdy Doody Show**—Puppets

Thursday Apr. 30

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Antics
7 **Laugh Time**—Film Short
"Laurel & Hardy" film plus cartoon.
9 **Time For Beany**—Puppet Fun

5:15 9 **Talent Time**—Linn Burton

5:30 4 **Silhouettes Of The West**—Talks
5 **Industry On Parade**—Film
7 **Adventure Time**—Film Serial
"Hurricane Express" ch. 7.
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **City Where I Live**—Talk
Len O'Connor comments.
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest, William Marston, deputy city traffic engineer.
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventure

6:10 7 **Sports Highlights**—Jack Drees
Interviews & commentary.

6:15 4 **News With Fahey Flynn**
5 **Short, Short, Drama**—Film

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
Dinah sings "I Concentrate On You," and the Notables do "How About You?"
7 **Lone Ranger**—Western Drama
"Embezzler's Harvest." A ruthless farmer and his unscrupulous son bring death and destruction to a small western town.
9 **Spencer Allen And The News**

6:45 4 **Jane Froman's U.S.A. Canteen**
Jane sings "Let's Get Away From It All," "Don't Fence Me In," "Gal In Calico," "Twilight On the Trail" and "Where Is Your Heart."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data

7:00 4 **LIFE WITH LUIGI**—Drama
Trials and tribulations of the little Italian immigrant, with Vito Scotti
5 **GROUCHO MARX SHOW**—Quiz
"You Bet Your Life" quiz contest
7 **RAMAR OF THE JUNGLE**—Film
Jon Hall is featured in "The White Savage."
9 **"RINGSIDE"**
MOVIE—A concert pianist becomes a prizefighter to kill the man who blinded his brother during a championship match. Don Barry, Tom Brown, Sheila Ryan & Joey Adams.

7:30 4 **AMOS 'N ANDY**—Comedy
The Kingfish is rated an "artistic genius" through error, in a vocational guidance center's aptitude test, in "Kingfish Finds His Future."
5 **TREASURY MEN IN ACTION**
"Case of the Secret Sale," a phony philanthropist pockets charity funds until federal agents nab him for income tax evasion.
7 **CHANCE OF A LIFETIME**—Acts
Professional talent competes for cash awards & opportunity for stardom.

8:00 4 **VIDEO THEATER**—Drama
5 **DRAGNET**—Police Drama
Sgt. Friday (Jack Webb) investigates what appears to be an accidental death from a heart attack, but he finds evidence of poison.
7 **BAR B-H THEATER**—Film
MOVIE—Western with Johnny Mack Brown, 1st run.
9 **TREASURE HUNT**—Advice
Sigmund Rothschild, noted appraiser & art critic, tells whether or not a curio is of any value

8:30 4 **BIG TOWN**—Drama
Steve and Lorelei set out to reveal the true identity behind a clown's make-up and the mysterious activity hidden behind the gay front of a fun house.
5 **FORD THEATER**—Film Drama
"The Son-In-Law," starring Peter Lawford & Bonita Granville. A case of mistaken identity leads to a broken betrothal for a young man on his way overseas.
9 **"M'LISS"**—Film Drama
A beautiful Mexican girl lives in the belief that she owns an old Spanish ranch which makes her the rightful possessor of her community. Rita Moreno, Bill Bishop & John Warburton.

9:00 4 **MY LITTLE MARGIE**—Comedy
Margie (Gale Storm) gets a first hand lesson from the author of a best selling book when she tries to gain his attention by claiming to be from his home town.
5 **MARTIN KANE, PRIVATE EYE**
Detective Kane is called in by a wealthy eccentric recluse who feels that she is being cheated out of her money.
7 **IMPACT**—News And Features
Austin Kiplinger as moderator
9 **"WHY THOMAS WAS DISCHARGED"**—Film Drama
After courting two heiresses unsuccessfully, a pair of fortune-hunting young blades are chagrined when their valet marries a rich wife.

Apr. 30 Thursday

9:30 4 **BOSTON BLACKIE**—Drama
"Black Widow." A young woman plans to gain sole proprietorship of her husband's millions by having him murdered.
5 **TO BE ANNOUNCED**
7 **JEWELERS SHOWCASE**—Drama
9 **I'VE GOT A SECRET**—Quiz
Garry Moore with Jayne Meadows, Faye Emerson, Henry Morgan, Bill Cullen & guest.

10:00 4 **VIC PERRY**—Man On The Street
5 **WEATHERMAN**—Clint Youle
7 **NEWS**—Austin Kiplinger
9 **"S.O.S. TIDAL WAVE"**
MOVIE—A coastal city goes into a panic when it is heard that a huge tidal wave has engulfed New York City. Ralph Byrd, George Barbier, Kay Sutton & Frank Jenks.

10:10 5 **DORSEY CONNORS**—Helps
Dorsey explains how to help your spring plants along.

10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & NEWS**
7 **SPORTS NEWS**—Jack Drees

10:25 4 **CHGO. WEATHER**—Russ Reed
7 **WEATHER**—Wayne Griffin

10:30 4 **CHGO. AT NIGHT**—Chuck Bill
5 **LET'S LOOK AT SPORTS**—News
7 **TO BE ANNOUNCED**

10:45 4 **OUR SONG**—Musical
5 **HERBIE MINTZ SHOW**—Musical

11:00 4 **KUP'S TV COLUMN**—Guests
Irv Kupcinet chats with a guest and talks about "our town"
5 **HARNESS RACING**—Maywood
Tom Duggan announces.
7 **NEWS WITH ULMER TURNER**
9 **"BECKY SHARP"**
MOVIE—Story of the life and loves of an ambitious woman who uses her friends to increase her fortune. Miriam Hopkins, Frances Dee, Billie Burke & Sir Cedric Hardwicke.

11:10 7 **"CORRIDOR OF MIRRORS"**
MOVIE—Tragedy about an English gentleman who becomes obsessed with the portrait of a beautiful girl. Eric Portman, Joan Maude, Alan Wheatley.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**

12:00 4 **"STRAWBERRY ROAN"**
MOVIE—A young couple, trying to make good on a farm, head for disaster when the girl starts spending all the money on unnecessary luxuries. Billy Hartnell & Carol Raye.

1:30 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

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LAWNDALE 2-7300

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THE WEEK IN TV SPORTS

(excluding "Powers-rated" bouts)

FRIDAY

1:30 9 Baseball—Cubs vs St. Louis
Jack Brickhouse describes game from Wrigley Field.

SATURDAY

1:30 9 Baseball—Cubs vs St. Louis
Jack Brickhouse describes game from Wrigley Field.

3:00 5 Horse Racing
"The Wood Memorial," worth $100,000, 1⅛ mi. for 3-year-olds and fillies.

8:30 9 Wrestling From Marigold
Johnny Carlin vs Frankie Hart; Soldier Barry vs Jerry Woods; Andre Drapp vs Stu Gibson; Skippy McGuire vs Don Jonathan. Main event: Danny Plech es vs Pat O'Connor.

SUNDAY

1:30 9 Baseball—Cubs vs St. Louis
Jack Brickhouse describes game from Wrigley Field.

10:30 7 Wrestling From Ringside
Rito Romero vs Danny Savich on film; Wayne Griffin announcing.

MONDAY

8:30 7 Boxing From Rainbo
Jack Drees announces.

TUESDAY

1:30 9 Baseball—Sox vs Washington
Jack Brickhouse describes game from Comiskey Park.

11:00 5 Harness Racing
Tom Duggan describes events from Maywood Park.

WEDNESDAY

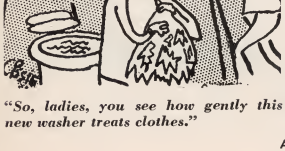
1:30 9 Baseball—Sox vs Washington
Jack Brickhouse announces from Comiskey Park.

8:30 7 Wrestling From Rainbo
Wayne Griffin announces matches.

THURSDAY

1:30 9 Baseball—Sox vs New York
Jack Brickhouse announcing from Comiskey Park.

11:00 5 Harness Racing
Tom Duggan describes events from Maywood Park.



"So, ladies, you see how gently this new washer treats clothes."

JIMMY POWERS

Rates the Boxers

THE WEEK'S NETWORK FIGHTS
(Subject to change. Champions are not rated. No. 1 in each division is top contender for title.)

JIMMY CARTER VS. TOMMY COLLINS—LIGHT-WEIGHT CHAMPIONSHIP BOUT, from Boston; Friday, April 24, WNBQ (channel 5) 9:00 p.m.
Jimmy Carter is the champion; **Tommy Collins** is rated 6th. This title match is one of the biggest sports events ever to be held in Boston. The Boston Garden is completely sold out. **Carter,** who is favored, seems too experienced for the Beantown youngster, who is just a few pounds over the featherweight mark. Jimmy has faced far better opposition than has **Collins,** which will be to his advantage. And **Carter** shouldn't be overlooked as a puncher. His right hand carries as much power as the challenger's. But **Collins** can be rated with **Marciano** and **Gavilan** as one of the three most thrilling ring performers today.

TOMMY HARRISON VS. WES BASCOM, Heavyweights, from St. Louis; Saturday, April 25, WBKB (channel 7) 8:00 p.m.
Harrison is rated 5th; **Bascom** is rated 7th. This is a rematch. **Harrison,** who won the first fight December 1, is favored to repeat. **Harrison** recently got into print when, while sparring with **Rocky Marciano** in the champ's training camp, he gave **Rocky** that famous bloody nose. **Harrison's** good left jab helped him out-point **Jimmy Bivins** recently. A good prospect, **Harrison** was sent in over his head against **Ezzard Charles,** who stopped him in the eighth. **Bascom** was also stopped by the ex-champ in the ninth.

WILLIE PEP VS. SAL DI GUARDIA, Featherweights, from Brooklyn; Monday, April 27, WGN-TV (channel 9) 8:30 p.m.
Pep is rated 2nd; **DiGuardia** does not yet qualify for a rating. **Pep,** former champion and one of the greatest featherweights of all time, is strongly favored. This is his first appearance in a New York ring since his suspension by the N.Y. Boxing Commission in September, 1951 for rough tactics in his title bout with champion **Sandy Saddler.** Since being knocked out by lightweight **Tommy Collins** last year, **Pep** has won 11 straight. **DiGuardia,** a youngster with an unimpressive record, is being tossed to a lion in this one.

CHUCK DAVEY VS. SAMMY GUILIANI, Welterweights, from Detroit; Wednesday, April 29, WBBM-TV, (channel 4) 9:00 p.m.
Davey is rated 7th; **Guiliani** is not rated in the first 15. **Davey** is favored. This is his first start since his defeat by champion **Kid Gavilan.** He shouldn't have too much trouble with the aggressive Connecticut caddy. Sammy's walk-in style should make the ex-collegian look very much like the boxer he seemed prior to the championship bout. **Davey,** with some tougher opposition, could develop into a top-notch performer. He has the legs, and certainly the head, to make his left-handed style more baffling.

All Good Sports At—

TV GUIDE CELEBRITY BOWLING TOURNEY

CHICAGO'S TV and radio stars turned out en masse April 3 to prove they're all good sports—especially in bowling. TV Guide's first annual Celebrity Bowling Tournament (co-sponsored by the American Bowling Congress) provided the setting for this kegling classic at the Coliseum.

From 7:15 to 8 p.m., Ed Sullivan, CBS-TV star, and Vince Lloyd of WGN, co-emceed the event for TV cameras with off-guard glimpses and on-guard interviews with the stars. Sam Weinstein worked off-camera.

Much of the interest was focused on the hospitality center where curvaceous Sabie models served coffee, hot dogs and cold drinks with the blessings of Meister Brau, Stewart and Oscar Mayer.

Chicago's TV and radio stars are a plucky crew. Despite an epidemic of strained muscles, they're already asking about the 1954 TV Guide Bowling Tourney.

(continued on page A-42)

(continued from page A-41)

Super Circus' "Nicky" learns —by accident—that a bowling ball is hard on the pins.

Here's a variety of expressions: (l. to r.) Carolyn Gilbert, Bruce (Super Circus' "Scampy") Patton, Peggy Taylor, Ernie Simon and Studs Terkel.

Time out for refreshment as sportscaster Joe Wilson gets a cool drink from Mrs. Wilson.

Ed Sullivan explains how to dislodge your finger from a tight bowling ball while Carmelita Pope (left), Mary Hartline, champ kegler Paul Krumske and Angel Casey enjoy his struggle.

Someone's in for a razzing. Wayne Griffin, Francois Pope and Bill Evans heckle a competitor.

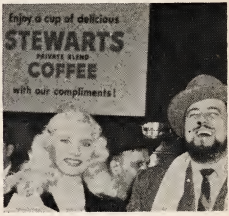
Dorsey Connors (left) and Beulah Karney share a joke while Jim Moran and Tony Weitzel keep their eyes riveted on that black ball.

Pati Geraghty O'Neil learns from husband Danny that a strike means knocking all ten pins down at once.

Jeon Youle turns to chat, (probably about the weather) with an unseen guest while awaiting her next turn.

Usually it's Herbie Mintz' fingers that get a workout, but here it's obviously another pair of extremities that bore the stroin.

Disc jockey Jack Eigen (left) gives his N.Y. slant to bowling techniques while Chicago's Linn Burton and Bob Elson listen politely.



Beauty and the—big man (Mary Hartline and Vic Perry) top off a strenuous bowling exhibit with a steaming cup of Steworts coffee.

"There's a good one," prophesies Jim Hurlbut. But Chet Roble's not too sure.

Bill O'Connor (center) finds betting on his score was a waste of money as he pays off his gambling debts to Mal Belloirs and Art Hellyer.

A weary foursome finds bowling is just as strenuous as golf. (L. to r.) Paul Fogarty, Ron (Topper) Pritikin, Russ Reed and John Zenker.

An official hostess, of the Sabie modeling school, takes time out for a drink. Most guests imbibed freely from the steadily flowing urns of coffee.

Boys and girls, here's Roy Rogers with his little boy, "Dusty." Looks like "Dusty" tried to find a fancier cowboy shirt to wear for the picture than his famous Daddy. Isn't he cute? —and he's as big a fan of Trigger's as you are. Let me know if you'd like to see a picture of Trigger in this space sometime soon.

THIS WEEK'S CONTEST: Make up a last line for this poem and have it rhyme with 'tune.'

Roy Rogers likes to ride his horse
While he sings a Western tune,
If I could be a cowboy too

Send your answers to Uncle Herbie, % *TV Guide*, 185. N. Wabash Ave., Chicago 1, Ill., before Sunday May 3. For the best line, I'll award $1; second best, 50 cents, next fifteen runners up, 25 cents each.

MARCH 20th UNCLE HERBIE WINNERS:
Thomas Bell, Cicera; Richard Burnstein, Chicaga; Janet Daniels, Chicaga; Raberta Daugherty, River Farest, Ill; Janie Ellis, Lawell, Mich; Adrienne Fricke, Chicaga; Dudley Genter, Highland, Ind; Paul Greenberg, Belait, Wis; Christine Kasprawicz, Chicaga; Pamela Nawaryta, Chicago Heights, Ill; John Pawlikawski, Chicaga; Danna Michele Pettit, Sauth Halland, Ill; Judy Schubert, Chicaga; Judith Thiele, Chicaga; Danald Uttenbach, LaGrange, Ill; Jahn Warthingtan, Mill Creek, Ind; Jimmy Waz-niak, Calumet City, Ill.

MOLLY CUES

by MOLLY POTKIN COPYRIGHT 1953

Here's a bird you might have seen on the "Pet Shop" TV show or in your own back yard. This chipper little fellow usually tells us that spring is here. Connect the dots to see what kind of a bird it is.

Color the picture, tell us the name of the bird and mail your entries to Mollycues, % *TV Guide*, 185 N. Wabash Ave., Chicago 1, Ill., before Monday, May 4. First prize is $1; second prize, 50 cents; next 25 prizes, a copy of Molly's picture puzzle book. Answer will appear here next week. In cases of ties, entries will be judged on neatness and originality.

April 17 answer: "Time For Beany."

MARCH 20th MOLLYCUE WINNERS:
Helen Altepeter, Virgil, Ill; Tammy Andre, Chicaga; Peggy Bainbridge, Chicaga; Kendra Lee Barragree, Watseka, Ill; Eleanar Barraw, Chicaga; Barbara Bejma, Sauth Bend, Ind; Mary Alice Crawley, Chicago; Jeanetta Demkavich, Cicera; Melvyn Gardan, Chicaga; Cathleen Grabske, Chicaga; Phyllis Hauschild, Mazan, Ill; Raberta Jirka, Chicaga; Joann Larsen, Wilmette, Ill; Patricia Lows, Highland, Ind; Betty Lincaln, Harvey, Ill; Rase Anne Pearsan, LaGrange, Ill; Gary Preis, Chga; Joann Larsen, Wilmette, Ill; Patricia Freddy Severa, Jr., Maywaad, Ill; Phyllis Sheldan, Chga; Caral Sherman, Chga; Burdell Simanis, Mundelein, Ill; Sue Sabaraff, Highland Park, Ill; Ralf Thun, Chga; Edward Turnquist, Waukegan, Ill; Evelyn Wisniewski, Chga; Sandy Wyckaff, Gary, Ind.

A System for the Drama Dilemma

by JACK MABLEY

Reflections on a TV Tube:

We were watching the Arthur Murray show the other night, at peace with the world, when suddenly there was Christine Jorgenson, big as life (and much bigger than Kathryn Murray). A brief review of Miss Jorgenson as a TV personality:

Urp. If you saw it, you'll know what that means. If you didn't, you can guess.

A Chicago manufacturer is showing a system of three-dimensional TV, and some Eastern engineers are demonstrating their 3-D system at a Broadcasters' convention this month. Our guess is that 3-D TV won't come in our lifetime. Color television, which is a couple of years away, gives a depth and impact that obviates the need for a third dimension.

Luck or Perception?

Our respect for Ralph Edwards' This is Your Life increases every week. His program about the Chicago girl reporter was another masterpiece. He either has great luck or tremendous perception in his choice of subjects, and of guests to help tell their stories.

It's sad to see Red Skelton lose his sponsor. Red is a great natural clown. He made virtually every possible mistake in his show this year. Poor film, old material, and repetition were the worst sins. If his affairs were handled as smartly as Jack Benny's, Skelton would have few worries. Professionally, at least.

CBS put Jackie Gleason opposite NBC's All Star Revue, and the NBC show folded. Next fall CBS will program Herb Shriner in "Two for the Money" and Joan Caulfield in "My Favorite Husband" opposite Show of Shows, in an effort to finish off that fine program.

In spite of Show of Shows' weakness of repetition, it remains the highest level variety program on TV. Curtailment because of high costs or dwindling audience would be a tragic indication of a lowering of standards of TV programming. We respect CBS for trying to provide competition, but we hope they fall on their face in this particular contest.

Drama Conflict Solution

Irene Dunne was on a 20-minute commercial in Suspense the other night. Miss Dunne is one of everybody's favorite females, but someone should tell her she is past the schoolgirl stage. TV cameras can be very cruel.

We have contributed regular bulletins in this space on how to see both Robert Montgomery and Studio One at the same time. Our system never worked better than two weeks ago. Between 8:30 and 9 we watched Montgomery, figured out that Nelson Olmsted was the fiend trying to murder Ann Rutherford, turned on Studio One at 9, turned back to Montgomery during the first Studio One commercial, saw Nelson Olmsted trying to murder Ann Rutherford, and flipped back to the rest of Studio One.

Only one trouble. Studio One wasn't very good that night.

"I think I have a right to know, Gregory, do you come here to see me or my father's television set?"

DEAR BOSS:

I understand this educational TV channel they're all talking about is a problem. Seems folks are going to have to pay (Ugh!) for their own TV entertainment because sponsors won't foot the bill—think the stuff will be too highbrow to sell ciggies, cereals and sambas on the air.

Well that's fine—I say, go to it you highbrows. Best of luck. Meantime who'd like to chip in a few bucks to the Chub McCarthy lowbrow channel? We won't be able to nab any sponsors either but by golly we could have fun with a channel full of fellows like these:

Sydney Harris and Claudia Cassidy doing an advice to the lovelorn panel show.

Miss Frances of Ding Dong School would do an Utley-type news program with commentaries I can understand, not just pretend to.

Ransom Sherman with his own how-to-do-it advice for vacationers. I feel I'll never learn to put up a one-man umbrella tent in a hailstorm till Rance tells me how.

For sports fans we'd have Charles Laughton give readings from Frank Merriwell and Dick Stover at Yale.

Fred Allen emceeing a zoo parade with human beings from the Stork Club in the cages.

Don't forget to send in your money for this new channel. Just address it to "Lowbrow, Bob & Ray, New York."

Hey, how 'bout Mabley writing sports for a while instead of his newspaper TV column? Can't take those long commercials and Hollywood phonies and giveaway shows, huh? Must have weak glands. Why, I've been writin' this column as long as Mabley and it's never bothered me, bothered me, bothered me . . . &%$#" . . @¢?*&%#$"* . . . CHUB

LETTERS

(continued from page A-3)

New Heart Throb

Our clubs favorite TV show is Mr. Peepers. The other girls we know don't agree with us, but we think he has a keen sense of humor and loads of sex appeal. . . .

DIXIE JO UNDERWOOD, Chicago

● *Now if he could only sing. . . .—Ed.*

In A Bad Humor?

Television should give us comedy—but make it comedy with humor. Jackie Gleason may be a comedian but he lacks humor. On his show tonight he ended his "comedy" hour by knocking out four policemen. . . . Jackie is big, great. Why? Because in his show everyone else is little. What a way to gain fame! Someone should encourage Jackie to stop the cheap comedy.

(MISS) G. MORELAND, Chicago

Using Her Noodle

I am burning over the perfectly idiotic remarks made by Paul Hellman about Martin & Lewis. . . . I am "cereally" thinking of beating Mr. Hellman over the head with the wettest noodle I can find! Gr-r-rowl!

THERESE McINERNEY, Chicago

A Family Matter

What happened to Bill Slater on Twenty Questions? Also are Florence & Van married and is Johnny McPhee their son?

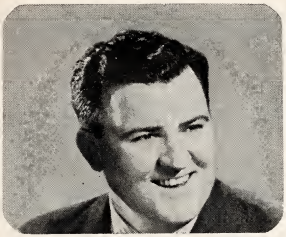
HENRIETTA L. JARROW, Chicago

● *Bill is in semi-retirement, just taking it easy. Florence & Van are husband and wife, but Johnny is not their son. Bobby McGuire who occasionally guest stars is the Vandevanter's son. —Ed.*

Moppet In A Dither

I am eleven years old and do not mind commercials on television. But Howdy Doody overdoes it. Everytime I walk into the living room and my brother is watching there is a commercial. The way they get the children to sing "Brush your teeth with Colgate" etc. Why bother to have Howdy Doody on the air? Just have a half-hour of commercials.

MARY ANN LAIN, Chicago



HEY! WE'VE MOVED...
LOOK FOR US ON
CHANNEL 5

BOB and KAY

Monday thru Friday

● 12:30 - 1:00 P.M. ●

- **11:00 AM - CREATIVE COOKERY**
- **12:00 NOON - NOONTIME COMICS**
- **12:30 PM - BOB AND KAY**
- **1:00 PM - CHANNEL 5 THEATER**

All On . . . .

WNBQ
NBC
CHANNEL 5

SEVEN IS YOUR *lucky* CHANNEL*

★ ★ ★ ★

SATURDAY, APRIL 25, - 8 P. M.

Tommy Harrison of Los Angeles

vs.

Wes Bascom of St. Louis

A10-round light-heavyweight bout from the Winter Garden, St. Louis

Narrated by BILL STERN

"SATURDAY NIGHT FIGHTS"

PRESENTED BY

PHILLIES CIGARS

JOHNSON'S CARNU

*And SEVEN is your lucky number. Watch Channel Seven at Midnight on Monday, May 4.

CHANNEL 7

WBKB

ABC Television Network

Reviews

THE NAME'S THE SAME

PROGRAM OF THE WEEK

GOODSON-Todman Productions have struck paydirt with variations on the TV theme established with *What's My Line. Name's the Same* (ABC), falls into that same category. With Robert Q. Lewis at the helm, this time in the standard moderator's role, the program is pleasant enough to satisfy viewers who like these panel quizzers. It's too similar, though, to too many other shows to hit top 10 ratings.

The trio of panelists on this one must guess the names of people who were labeled by their parents with the same tags as those of famous people. Or, the names under question may refer to things or objects. Each panelist is allowed to ask the guest 10 questions. If they don't guess his identity, each must pay him $75.

If this show is notable for anything, it's the return of Jerry Lester to the TV wars. The irrepressible comic who once ran riot through *Broadway Open House* and made the beanbag almost a national item is now a subdued panel member. He still mugs and cracks jokes when the cameras swing his way, but he's not the Lester of old. Meredith Willson, orchestra leader, and pretty Joan Alexander round out the panel. But Robert Q. allows no one to monopolize the proceedings.

Lewis turns in a consistently capable job as moderator, keeping the queries flowing smoothly and thus keeping both contestants and panelists happy. This, of course, should keep home viewers equally happy. The presence of a top-name guest each week (also a Goodson-Todman staple) is another tried-and-true audience lure.

BECAUSE of Jack Barry's success with both very young and very old panelists, it must have been a natural for him to span the years between the two age groups with still another panel program. This he has done successfully in *Wisdom of the Ages* (DuMont, Tuesday nights), a show which manages easily to sustain interest as five panelists, ranging in age from 10 to over 80, give forth their profound observations on problems submitted by viewers.

Barry and his co-producer, Dan Enright, helped pave the way for many of TV's panel quizzers with their presentation early in TV's history of the moppet show, *Juvenile Jury*. From here it was an easy step to round up ancient panelists for their *Life Begins at 80*. Now, in *Wisdom of the Ages*, the panel comprises a youngster under 20; another member in the 20-40 age bracket; one from 40-60; another from 60-80, and one between 80 and 100.

It's another program which won't win any prizes for originality. But it makes for a pleasant half-hour's viewing, thanks chiefly to the differences of opinion offered by panel members to the queries posed by viewers.

As expected, the experience gained by each of the panelists during their lifetimes is reflected in their answers. This factor makes for a variety of responses and gives the program most of its charm and warmth. But surprisingly, the "anchor men" (1-20 and 80-100) are the two panelists most often in agreement.

Barry and several of the panelists manage to inject sufficient humor into the proceedings by kidding the problems and each other.

CAPSULE CRITIQUES

I'VE GOT A SECRET (CBS) is a quiz show giving viewers a chance to match wits with celebrities. It follows the pattern of deriving its humor from byplay between Moderator Garry Moore and Panelists Bill Cullen, Jayne Meadows, Henry Morgan and Faye Emerson.

WINCHELL-MAHONEY SHOW (NBC) was orginally to have been a quiz program, with studio contestants guessing the identity of famous people personified in a skit or dance. But the hilarious antics of Paul Winchell, probably the best ventriloquist, and his dummy, Jerry Mahoney, soon took top play on the show.

TV in the news

ACQUISITION of the *Dixie Dugan* comic strip rights for TV will touch off a Nation-wide contest in search of a girl for the lead role. Jimmy Gleason and Fay Bainter have been adequately cast as Pa and Ma Dugan.

•

Ten more TV station grants by the FCC this week brought to 324 the number of post-freeze authorizations for new television outlets. As of now there are 432 television stations in all phases from architects' dreams to stations on the air.

•

Contracts and cancellations: Jane Froman's contract won't be renewed. Red Skelton and his present sponsor coming to a parting of the ways with Paul Winchell and Jerry Mahoney signed for the 7 P.M. Sunday spot. The *Wild Bill Hickok* film series signed for a 10-year TV ride. Tallulah Bankhead has been set for a video situation-comedy series next fall.

•

All this time a dearth of Shakespeare, now TV may be destined for two *Hamlets*. There's the live telecast starring Maurice Evans this Sunday on NBC. A rival network plans to keep abreast of culture and is negotiating for a one-shot telecast of Laurence Olivier's *Hamlet* film.

•

Items from here and there: Dagmar in Hollywood talking over a TV film deal. Charles Boyer making his next four TV films in France. John Conte becoming a New York disc jockey.

•

When Al *Captain Video* Hodge stepped into a cab last week in Pittsburgh the driver recognized his famous passenger and turned on his two-way radio. The hackie then introduced the TV star to fellow cab drivers.

•

Private Eddie Fisher, scheduled to sing at ASCAP's annual luncheon, almost forgot the engagement. The hurry-up call didn't go to Army brass but to Fisher's topkick. The sergeant shouted an order and Fisher went pronto.

FINE TUNING

By OLLIE CRAWFORD

Television cameras for use at home are forecast. With this camera, Mom can really set her watch.

•

She won't miss anything, except the regular TV shows.

•

General Sarnoff says the camera can be mounted on the door to show everybody who calls. This is a new kind of TV—Transom Vision. Mom will have a show-name for all callers: *Toast of the Town*, for the breadman; *This Is Your Life*, for the insuranceman, and *The Big Payoff*, for the guy who collects the rent.

•

When her brother-in-law calls, she says it's time for the Schmo of Schmos.

•

With the new camera, Mom can watch the kitchen stove from anywhere in the house. This way, she won't have to tune in Doug Edwards to see what's cooking. Her first TV dish is going to be Berled potatoes. It will be a novelty, but not the first ham on TV.

•

What regular show can compete with watching the new neighbors' furniture being moved in?

•

The home camera will be a great device, but we already have Peepers on television.

THIS IS YOUR LIFE

RALPH EDWARDS

TV GUIDE TELLS NBC STAR'S OWN STORY

With Dr. C. B. Lutes who aided the stork.

Have a seat, Ralph Edwards—champion secret-keeper, money raiser, and showman. Take that comfortable sofa over at stage left, while we give you a taste of your own medicine and make you the subject of This is Your Life. *You'll recognize the faces of the people who influenced you in your youth. You'll read the story of a man who was successful because he brought the human touch to radio and television. This, Ralph Edwards, is Your Life.*

OUR story starts back on June 13, 1913 when you were born in Merino, Colo., son of Minnie and Harry Livingston Edwards. Your parents were simple farm people—the kind who have

His mother and Alvin Kaiser, a chum.

"Miss Effie" (right) was his teacher.

A lily upset his first public appearance.

made the United States as great as it is.

Present at your birth was Dr. C. B. Lutes, who still lives in Merino and whom you saw recently when this town of 149 persons paid tribute to you.

As the years go by you go to the Merino grade school where you meet a person who was to be a great influence in your life—your teacher Miss Effie Brown. Miss Effie recognizes your talent and your great imagination and encourages you in every way possible. Miss Effie, who has never traveled far from home, brings you the world. She tells you of Paris, London, the world of Shakespeare. You know about the great lakes and the wonderful cities of America through her eyes.

First Performance

The years speed quickly by and you have made your first public appearance —in church at an Easter program— and you learned your first lesson in show business. You knew your poem perfectly but just as you went on someone put an Easter lily in your hand. You had not practiced with this "prop" . . . the lily threw you so much that you forgot the poem.

Next, at 13 you leave the farm behind and move to Oakland because your paternal grandmother is ill.

Life is different in the city, but you find that people are about the same. Again one of the potent influences in your life is a school teacher, Carly Ann Edwards. She encourages you to write your little plays and helps you make the hurdle from the farm to the city.

During your last year in high school you enter radio. It was a strange entry, but one that worked well. You wrote a play which was produced on the local station. From that, at 16, you were asked to write five quarter-hour shows a week—a show called *Alvin and Betty*.

High school over, you enter the University of California at Berkeley. You also take a business course at Merritt Business College, so that you can type scripts and make notes in shorthand.

After college, June 1935, you take a full time job at KFRC in San Francisco. You are thinking vaguely of New York. A postcard comes from Sam Taylor (recently of *Happy Time*) saying that if you could get to New York he could get you a walk-on in a Broadway play.

The family. Christine (left), Mrs. Edwards, Gary and Lauren enjoy a snapshot album.

Ralph made it from the farm to the city in one jump, thanks to teacher's help.

Sam had been on the campus, editing a comic magazine but had long since gone on to New York and the big time. That was your deciding factor. You pay a friend, Ralston Lewis, $30 to let you ride in his jalopy with him to New York. When you reach New York the show has closed and there is no part.

You knock on stage doors, but nothing seems to open up for a promising young actor. You are finally down to your last cent and you move into the Actor's Church where they have cots for a quarter a night. You hear of a CBS audition and win out over 69 others. Time passes quickly and in a few months you are the No. 1 announcer in New York, with 45 shows a week, including Major Bowes, Horace Heidt, and Ben Bernie.

You Meet the Girl

It didn't leave you much time for a personal life. One day your old friend, Ralston Lewis, insists on taking you to Scarsdale on a blind date . . . and there

you meet her. . . Her name was Barbara Sheldon and you were hooked. But she was a popular girl and, each time you called, was busy with previous engagements. However, one day you send tickets for her grandfather to see the Ben Bernie show. She brings him into the city to the show . . . you take them to dinner and in 1939 you are wed. It was the beginning of a happy family life.

Shortly after that you decide to try a show of your own and you sell *Truth or Consequences*. The rest is history. It becomes the No. 1 stunt show—you become No. 1 master of ceremonies and the No. 1 fund raiser . . . During the war you sold half a BILLION dollars worth of E bonds, for which you won the Eisenhower Award . . . You raised $1,639,000 for the American Heart Association . . . over three million for the March of Dimes . . . You collected 33,000 pennies for the copper drive, 17,000 books for the Victory Book campaign . . . and you made history with the Hush and Walking Man Contests. On your tenth anniversary, the tenth for the same sponsor and same show, you were honored by the town of Hot

Television and radio helped to make him No. 1 fund raiser for Uncle Sam, charity.

Edwards at Truth or Consequences, N. M., that changed its name from Hot Springs.

Springs, N. M. which changed its name to Truth or Consequences. In the meantime you have created a new show—*This Is Your Life*—which is the outgrowth of a test made on *Truth or Consequences* to help the rehabilitation program of the Veterans Administration.

This is your life, Ralph. You've lived it well. People who have helped mold your life are proud of you.

GOOD, BAD, BUT NEVER INDIFFERENT

THOSE TV COMMERCIALS

COMMERCIALS, like them or not, pay the freight for your television entertainment. As an encouraging sign, sponsors would much prefer that you like them.

Tests have shown that thoroughly-liked commercials outsell thoroughly-disliked commercials, two to one. But either way the product will sell. The only unpardonable sin is to create no reaction at all.

Cartoon Popular

Down in Cuba, a spicy little cartoon commercial for a native cigaret proved so popular the station had to run it over and over to satisfy viewers. Most sponsors don't hope for that much, but they do try to please you.

You've seen TV commercials. Here are some of the things you may not know about them.

A simple slide, called a "telop," costs from $3.50 up, plus time. A 10-second, fully-animated spot can cost upwards of $2000. Live demonstrations also are expensive. Betty Furness, one of the best-known demonstrators, is making a career and $75,000 a year showing Westinghouse products.

Sometimes, live commercials go wrong. Garbage-disposal units have backfired into the faces of demonstrators, refrigerator doors have fallen off their hinges, ironers have jammed. A dog biscuit was turned down by a disinterested hound.

But commercials are as labored-over as an hour-long, all-star review. First the theme is selected, then the budget is set. Spot commercial or sponsored

Jo Liston at work: her job is to clinch the sale of paper products to housewives.

Animated cartoons and animated humans share the commercial spotlight. Here we have dancing packages, dancing cigars and even (lower left) a Cuban cigaret commercial. The beer drinker hopes to influence late-hour refrigerator raiders.

show, length, time and talent available and the type of program are all considered part of the approach to a commercial. Only after these have been decided do conferences between writers, artists, and agency begin.

Campaigns are mapped. Scripts are written and rewritten. The producers take over three weeks before the TV date for a live commercial.

Actors must be cast, music composed, lyrics written, props, staging and lighting worked into the script. Then producers, directors, actors, cameramen, technicians, and electricians go through the motions in a dry run, a dress rehearsal, and finally the performance.

Costs Run High

The cost of all this runs anywhere from $1500 for a single person doing a live demonstration to $15,000 for a three-minute animated cartoon. The average is closer to $3000 or $4000.

An actor receives a minimum of $140.50 for two commercials on a half-hour network show. A new ruling now ups the price of film, requires payment to the actors for each time a commercial is shown. The rate runs $70 per actor for the first showing and $50 for each re-run until a maximum amount is reached. The maximum, however, is limited to 26 weeks.

Sponsors who wander from the conventional pattern of producing commercials sometimes reap rewards. Sometimes they don't. The average half-hour dramatic network show costs $60,000 divided equally between time and talent. Commercials add to the staggering total. Although sales is the goal, the sponsor also wants to play it safe and stay with the tried formulas.

SPORTS

Hopalong Davey Rides Again

WELL, it says in the TV future book that next Wednesday eveing (April 29), Chuck Davey, the fallen idol of the telefans, will endeavor to recapture his following—and sell a few seidels of Pabst Blue Ribbon—by whipping Sammy Guiliani in Detroit and all along the coaxial cable.

On its merits as a fight, without benefit of the cathode ray tube, this would be a modest attraction of strictly localized interest. Guiliani is a lubberly sort of welterweight out of Stamford, Conn., strong, but not very skillful.

He has been making a plodding sort of improvement for the last three years. He is not easy to defeat because it is hard to hurt him and he fights with some enthusiasm, piling into an opponent and clubbing him around. However, beating him won something less than international fame for Phil Rizzo,

Mandy Leal, Jackie O'Brien and Carey Mace, among others.

Davey, on the other hand, would still be a promising lefthanded college boy with a following of his Michigan neighbors if he had never enjoyed the glories of TV and the motherly auspices of the International Boxing Club.

Solicitous matchmaking got him a $40,000 shot at Gavilan's title that he wasn't prepared for and hadn't earned. He had whipped a fighter named Chico Vejar—Guiliani's former stablemate, by the way—an obsolete lightweight named Ike Williams and a watered-down middleweight named Rocky Graziano but he had not fought such front-line welters as Johnny Bratton, Billy Graham, or Eugene Hairston.

Ideal of Millions

Half a dozen television performances, a Master of Arts degree and a habit of washing behind the ears made him the beau ideal of video's millions, a verray parfit gentil knight. You could say he was called to the Gavilan bout by public demand, except that the demand did not come from the fist fight public.

It came from millions who had never entered a fight arena, were utterly innocent of any technical knowledge of fighting, and did not actually realize that Davey was a professional fighter. They had come to accept him as a television performer, a more or less fictional character like Hopalong Cassidy, Martin Kane or Mrs. North.

The millions were certain that this character in a play who went under the name of Chuck Davey must inevitably beat Gavilan because Davey always had won. They knew from experience that the man on the white horse always won in the last reel; the roof of every theater in America would fall in if Hoppy ever failed to foil the rustlers and rescue the fair maiden.

Then Gavilan, an unlettered canecutter from Cuba, went and loused up the script. The shock set education back a full generation, sowed doubts regarding the invincibility of virtue and undermined the national faith in television. It is now up to a shopworn hero to re-establish the verities.

WOMEN . . . spring . . . hats . . . budgets . . . they all go together. With every new season milady's fancy just naturally turns to the gay bonnets decorating the store windows. But what can the average woman on a budget do?

I've startling and wonderful news! Not only can she have *a* new chapeau, but a *different* one for every occasion.

First she buys a very plain, fitted hat —a white, navy or natural straw. Even last year's discard will do. Then, go to the store and buy two dozen hat pins.

Now there's a decision to be made. She must decide whether she's the bow, flower or feather type. Age usually determines this. A teen-ager will probably prefer bows in pastel shades, while the older woman looks better in feathers. The in-betweens can wear either, or flowers. The bows can be of velvet or of crisp taffeta. If it's flowers you like, pick your favorite—roses, lilies, or violets.

Wire whatever decoration you select to the head of the hat pin and stick them all over the hat, arranging the design to suit your own personality. For evening wear, veiling sparked with rhinestones will add glamor.

These inexpensive accessories are not only practical, but you have three smart hats in one. The hat with feathers for church on Sunday morning can sprout flowers for an afternoon tea party, and that evening the rhinestone veiling will sparkle like wine for your favorite date.

(See Miss Head on Art Linkletter's House Party *program, CBS, April 28.)*

station-break

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